

# ICE CREAM FIELD

May 1952

In this issue:

New Haven Campaign Turns To Cones  
Ice Milk — Its Progress And Future  
Related Foods Promotions Underway  
How Three Firms Deliver Ice Cream

PLEASE  
ROUTE  
TO

Owner

Prod. Mgr.

Sls. Mgr.

Adv. Mgr.

Library

# Sutherland **TITLEOK**

CYLINDRICAL LIQUID-TIGHT  
CONTAINERS



Look Better,  
Protect Better,  
Sell Better!

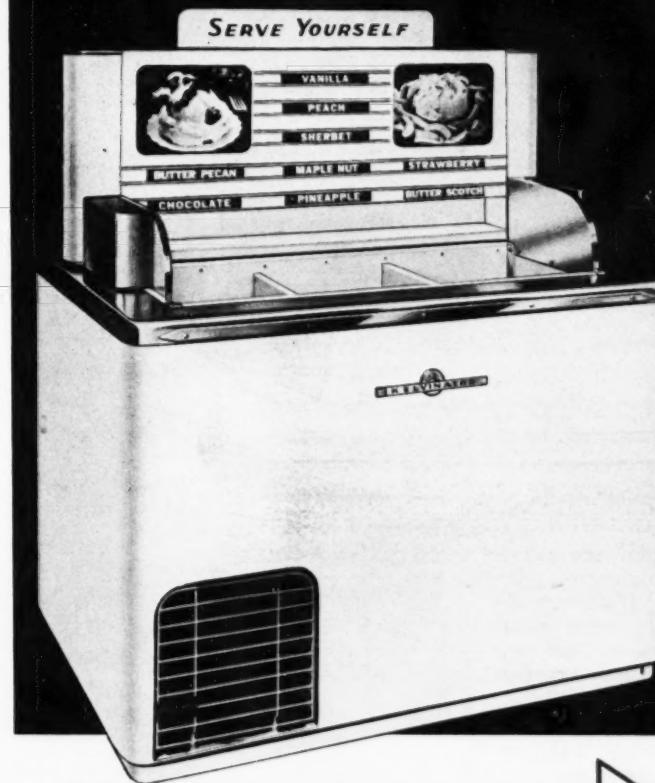
WRITE FOR INFORMATION

FOLDING, PARAFFINED, AND LAMINATED CARTONS  
BAKERY PACKAGES • PREPACKAGING BOARDS AND TRAYS

**SUTHERLAND**  
PAPER CO.  
KALAMAZOO  
MICH.

LIQUID-TIGHT CONTAINERS • FOOD TRAYS • PAPERWARE  
EGG CARTONS • PLATES • PAILS • HANDI-HANDLE CUPS

# The new KELVINATOR KM-9!

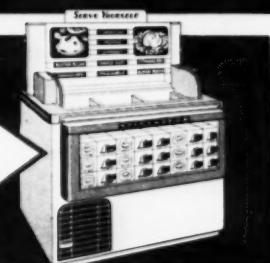


See this "SHOWCASE" front. Displays "dummy" packages . . . has all the advantages of glass-front cabinets at a fraction of the cost . . . with no cold loss . . . no fogging! Available at slightly extra cost.

**Beautiful . . . compact . . . economical . . .** Kelvinator's new 9 cu. ft. ice cream merchandiser is a *shopper-stopper* and a *sales-maker* if there ever was one! Initial and operating costs are remarkably low . . . it can pay for itself in a matter of months. Illuminated superstructure highlights full-color pictures . . . dramatically spotlights ice cream packages . . . makes self-service selection easy.

Model KM-9—holds approx. 360 pint packages. Length: 42 $\frac{1}{8}$ ". Width: 30 $\frac{1}{8}$ ". Height: 53 $\frac{1}{2}$ ". Approx. Shipping Weight: 454 lbs. It's your best silent salesman in small stores . . . an excellent "spot-special" in big stores!

ALSO AVAILABLE IN  
12 CU. FT. SIZE

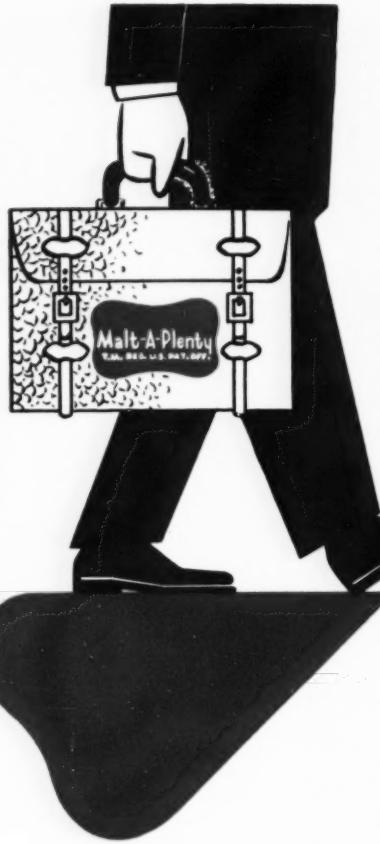


Get more . . . Get

## Kelvinator

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan

**THE BEST KNOWN NAME ON MODERN ICE CREAM MERCHANDISING CABINETS**



GET YOUR FOOT  
IN THE DOOR

with

**Malt-A-Plenty**

Thousands of retail stops for ice cream have been opened because fountain operators wanted Malt-A-Plenty. Presenting the Malt-A-Plenty Profit Story to retail stores is the best way we know how to "get your foot in the door," to open up new accounts for ALL your products.

Many manufacturers are finding that Malt-A-Plenty is their leading volume-getter through distribution to multiple-store operators.

Sew up the Malt-A-Plenty franchise in your area. Write for the Malt-A-Plenty story today.

**MALT-A-PLenty, INC.**

1635 E. 11th STREET  
TULSA, OKLAHOMA

Malt-A-Plenty — the merchandised dairy drink that turns low-volume "shake" and "malt" business into large volume and high profits.

**NEW! BETTER!**

more display . . .  
more eye-appeal . . .  
more "sell" in these efficient  
**SAVAGE** SAVAGE



**SAVAGE 99-02**

Length ..... 59 $\frac{1}{4}$  inches  
 Height ..... 50 $\frac{1}{4}$  inches  
     (to top of superstructure)  
 Width ..... 30 inches  
 Condensing Unit ..... 1 $\frac{1}{2}$  h.p.  
 Capacity ... 300 pint packages

# SAVAGE

**M-9B**  **M-LB**



**"More downtown deliveries . . .**



Does more work . . . in less time . . . at lower cost. That is the report from the dairy and ice cream industry.

The reason: only White Trucks are engineered to exact delivery conditions. The specialized design of the White 3000 saves delivery time at every turn . . . at every stop. Its safety and maintenance advantages are outstanding.

Ask your White Representative how he can help reduce your delivery cost.

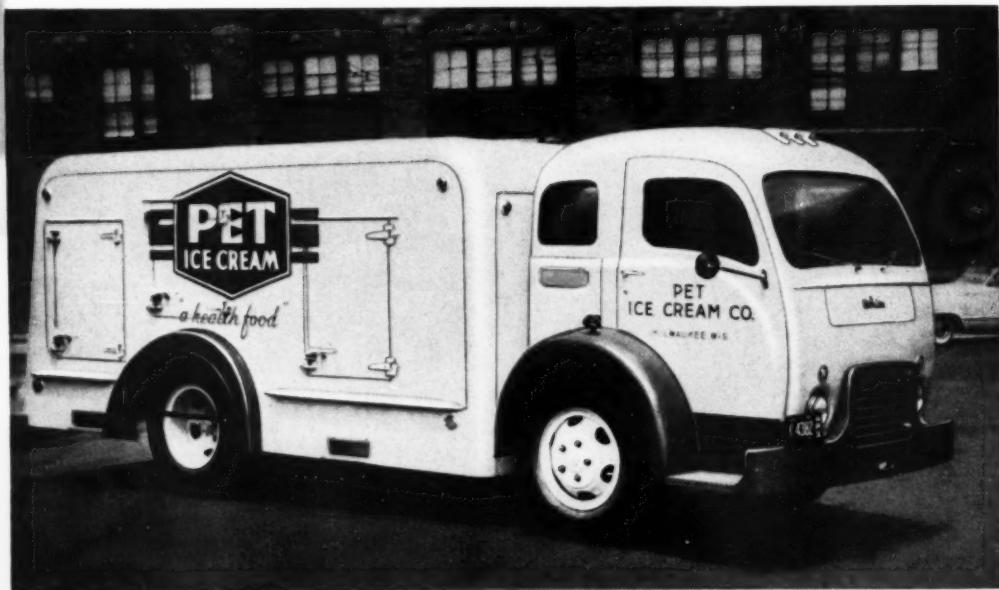
*Tips its cab to service*



**THE WHITE MOTOR COMPANY**  
Cleveland 1, Ohio

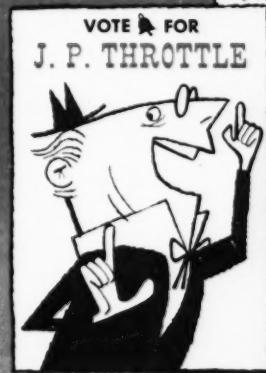
For more than 50 years the greatest name in trucks

Shorter wheelbase makes the White 3000 easier to maneuver . . . better to drive in city traffic. Lower loading height saves delivery time. New functional design permits extra capacity body . . . more deliveries.



**Here at last! The cabinet ice cream men have always wanted!**

*there's always one way that's*  
**foolproof**



★	J. P. THROTTLE

Want your ice cream to be elected by *all* parties? Nominate STA-VEL, the or STA-TEX, the emulsified CMC stabilizer! Every time a delegate opens his mouth, he'll put your ice cream into it! How could anyone resist voting for such appealing body, such s-m-o-o-t-h texture? Get on the band-wagon! See for yourself why America's top ice cream manufacturers depend on AMERICAN FOOD . . . a *foolproof vote-getter!*

the people's choice . . .  
CMC stabilizer,



**AMERICAN FOOD LABORATORIES, inc.**

860 Atlantic Avenue, Brooklyn 17, N. Y.

3968 NORTH MISSION ROAD, LOS ANGELES, CALIF. • PHILADELPHIA • BALTIMORE • DETROIT • CHICAGO • SAN FRANCISCO

Here at last! The cabinet ice cream men have always wanted!

# New Frigidaire HY-VIZ Zero Self-Server



...with the **HIGHEST VISIBILITY** and the  
**LOWEST TEMPERATURES** of any cabinet ever built!

**For the very first time**—here's an ice cream cabinet that can be loaded to full capacity and *still* keep even the top layer of ice cream as it should be kept. All packages are in the zero zone or below.

**No more soggy ice cream** or packages that start to drip minutes after purchase. Frigidaire's unique flowing cold envelope every package on all 6 sides with sub-zero air.

**Biggest display ever!** Eye-catching pictures on the superstructure, plus

the glass front's "picture window" view stop and tempt customers to buy. And the wide open top means every package is at customers' finger tips—no reaching—no stooping! Can also use top of superstructure as display shelf for toppings and related items.

**See** the Frigidaire "Hy-Viz" Cabinet at your Frigidaire Distributor's offices or factory branches. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside (Toronto 17), Ontario.

# Frigidaire

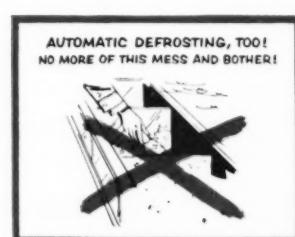
America's No. 1 Line of Ice Cream Cabinets



"WHAT A SELLING COMBINATION—  
WIDE OPEN TOP—FULL  
VIEW GLASS FRONT  
—EYE-STOPPING  
SUPERSTRUCTURE!"



"WHAT COLD—EVEN  
TOP PACKAGES STAY  
COMPLETELY FROZEN.  
EASY TO LOAD, TOO,  
AND THE MOVABLE  
DIVIDERS MEAN REAL  
FLEXIBLE DISPLAYS."



"YES—ICE CREAM NEVER HAD IT SO  
GOOD! OR STAYED SO GOOD 'N FIRM  
SO LONG!"



# \*RIPPLE is RIGHT!

## FOR PULLING UP YOUR ICE CREAM SALES CURVE!

Yes, the industry's surest way to build ice cream sales is to feature monthly specials in Ripple Ice Creams . . . made from Balch's Ready-To-Use Ripple Sauces. Hundreds of plants throughout the country are *featuring* Fudge Ripple, the year-round favorite, with 10 other fast-selling flavors: Butterscotch, Strawberry, Black Raspberry, Cherry, Orange-Pineapple, Peach, Caramel, Pineapple, Marshmallow, and Double Ripple (combines any two).

**FREEZES RIGHT**—the right body and consistency, never gets gummy or stringy, never crystallizes. Stays frozen in your dealer ice cream cabinets.

**BLEND'S RIGHT**—no streaks, no smears, a real sauce that doesn't discolor your ice cream when made the Balch way.

**MELTS RIGHT**—melts to a luscious sauce just a little faster than the ice cream.

**TASTES RIGHT**—the delicious flavor of all natural fruit products—no artificial flavor, no preservatives.

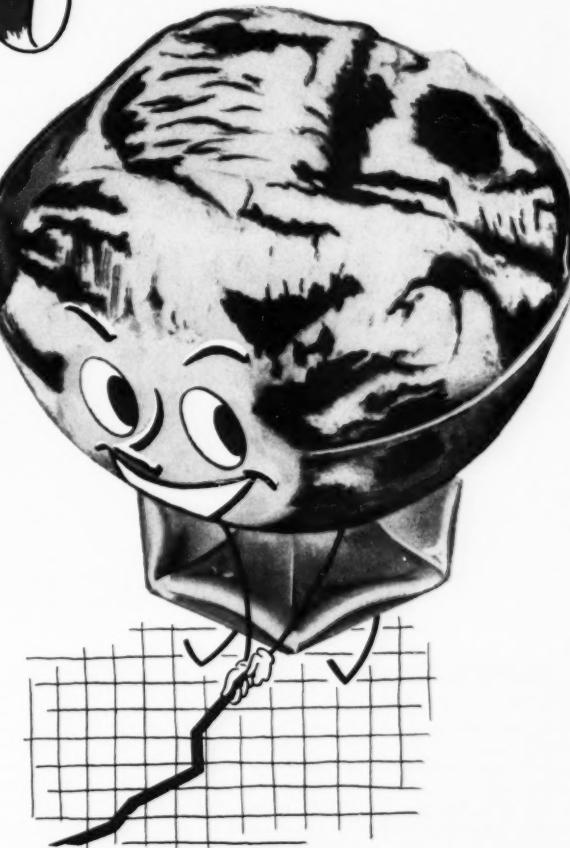
**LOOKS RIGHT**—a delicious second-color flavor makes a sundae within your bulk or packaged ice cream.

**SELLS RIGHT**—because Ripple is "right" in every way. Free Advertising streamers, mats, etc. help you sell.

**TECHNICAL HELP**—Our trained specialists can help you in your plant . . . will be glad to show you how simple it is to use Ripple sauces three ways: for tart toppings, Sundae cups and pies; for flavoring ice creams; and for Ripple ice creams. Write us.

\*"Ripple" and "Wave" trademarks registered

ICE CREAM FIELD, May 1952



**BALCH** FLAVOR COMPANY

ADAMS & FULTON STREETS, PITTSBURGH 33, PA.

WEST COAST: Fred Cahig, 1855 Industrial, Los Angeles, Calif.  
CANADA: R. J. Campbell Co., No. 2 Denison Road, Weston, (Toronto)

**PURITAN**

a long established name in cups



## HERE'S HOW TO GET A CONTAINER THAT REALLY SELLS

Years of experience have taught us there are lots of things to consider when you're planning a container. You want the most profitable size, and a shape that looks like a lot to customers . . . also a design that knocks 'em in the eye with your brand name . . . snappy colors and an over-all appearance of quality. You want to be sure your container runs through the packing line smoothly and

doesn't waste any ingredients . . . or start to ooze ice cream somewhere between your plant and your customers.

These are just a few of the things we can help you with to make sure you have an outstanding container. Write today to Kensington, Conn. or 4711 Foster Avenue, Chicago 30, Ill.

Write for folder on  
new HOWDY DOODY  
special print!



**THE BEAUTY OF IT IS...**

**who cool off with**

**Popsicle®**

All summer long they'll be enjoying this tasty refreshment—gathering bags by the millions for exciting gifts! **NOW** is the time to start your sales-wheels rolling, because . . . "POPSICLE" National Sunday Newspaper Comic Advertising and Nation-wide Billboard Posting Start This Month . . . supplemented by 30 Million Comic Magazine Advertisements 20 Million Giant Gift Lists • Millions and Millions of Point-of-Sale Pieces

**ALL aimed to boost your sales of**

**Popsicle®**

**Fudgsicle® Creamsicle®**

**Dreamsicle® Ice Cream**

OR-A-STICK

"POPSICLE", "FUDGSICLE", "CREAMSICLE", "DREAMSICLE" and "JO-LO" are Registered Trade Marks of the Joe Lowe Corporation, New York 1, N.Y.



**JOE LOWE CORPORATION**

601 WEST 26th STREET • NEW YORK 1, NEW YORK

400 WEST OHIO ST.  
CHICAGO, ILL.

2744 EAST 11th ST.  
LOS ANGELES, CALIF.

100 STERLING ROAD  
TORONTO ONTARIO CANADA

Copyright 1952, Joe Lowe Corporation, New York 1, N.Y.

ICE CREAM FIELD, May 1952

# a million gallons a day . . .



*Marigold Dairies, Rochester, Minnesota*

over 400 of  
the Nation's finest  
ice cream plants  
have the capacity  
to harden over a  
million gallons of  
ice cream a day  
with . . .

## KING SHARP FREEZE SYSTEMS

*King Systems give you:*

- FREEZER QUALITY RETENTION
- INCREASED HARDENING ROOM CAPACITY
- QUICKER HARDENING
- ALLOWS RAPID TURNOVER OF INVENTORY
- NO DEFROSTING SHUT-DOWNS
- SIMPLIFIED AND LOW COST HANDLING IN HARDENING ROOM
- FROST FREE ROOMS WITH CLEAN MERCHANDISE
- ENGINEERED DISTRIBUTION OF COLD AIR
- UNIFORM TEMPERATURE AND AIR MOVEMENT

*No rebuilding to install a King System in your plant:  
each installation individually designed and engineered  
to meet your specific requirements.*

46 Years of "Better Customer Service" and  
Progressive Engineering, your Guarantee of  
Manufacture and Quality of Product.

### WRITE TODAY

for further information—  
our engineering staff is  
at your service

# *The King Co. of Owatonna*

902 NO. CEDAR STREET • OWATONNA, MINNESOTA

Engineers and Manufacturers of  
SHARP FREEZE,  
COOLING, VENTILATING  
HEATING AND DRYING  
SYSTEMS



DOES  
YOUR  
PACKAGE  
SAY

"Take  
Me Home!"



*Quality packages* take time  
—for good design, careful manufac-  
ture—for the fine printing that really  
makes the difference. Order ahead.

Self-service grows every day . . . and  
cold cabinets have more glass. More and  
more ice cream is bought on impulse.

You need a package that catches the eye of  
the passing shopper, a package that  
proclaims a fine product, a package that  
obviously protects its contents.

Pioneers in high-fidelity printing on  
containers of the highest quality,  
Bloomer can give you a package that says,  
"Take Me Home!"

**BLOOMER  
BROS. COMPANY**  
**NEWARK**  
**NEW YORK**

# A CHALLENGE . . . AND A NEW SOURCE OF PROFITS FOR THE ICE CREAM INDUSTRY

---

FROM 1944 TO 1950, ICE MILK SALES  
INCREASED 304%

---

**SILK-EE**  
*enables you to make a quality*  
**LOW-FAT**  
*product that will capture this market*

## HOW DO YOU TAKE ADVANTAGE OF THIS OPPORTUNITY?

SILK-EE is a base for ice milk products developed by research of R. G. Moench & Company in conjunction with a leading university. SILK-EE is the perfect base for the manufacturing of soft ice milk of 32% overrun. It is also properly formulated to enable you to manufacture the highest type of packaged hard ice milk with a 70%

overrun and a finished product which keeps perfectly in storage.

Consumers are demanding low calorie frozen desserts. Consumers are responding to lower price, highly nutritional low-fat products.

Join the profit parade on this new trend. SILK-EE can give you the quality low fat products that will increase your profits now and for years to come.

Further information may be obtained by writing to:

**R. G. MOENCH & CO., INC.**  
11 PARK PLACE

NEW YORK 7, N. Y.

# Be unconventional — it's stylish!



Getting away from the beaten path not only is acceptable this year, but is the smart thing to do!

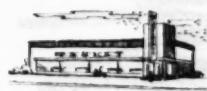


INDUSTRY

Change your concept of ice cream merchandising from the traditional type of outlet to the vast new markets awaiting you through automatic merchandising.

This profitable plus gallonage business is yours through Vendo Dairy-Vend ice cream venders. Put these *silent salesmen* to work for you now and benefit from peak summer sales.

**Write today for details on our new financing plan. Dairy-Vends are available for immediate delivery!**



SUPER MARKETS



SERVICE STATIONS



OFFICES



THEATRES

Only Dairy-Vend meets the dual requirements of modern merchandising — capacity and product availability. And Dairy-Vend's mechanical simplicity provides the utmost in trouble-free service.

Dairy-Vend vends 59 ice cream bars or sandwiches, stores 144 more. Powered with hermetically sealed refrigerating unit.



RETAIL STORES



MILITARY INSTALLATIONS



SCHOOLS

"Vendo" is a registered trade-mark.

## THE VENDO COMPANY

7400 EAST 12TH STREET • KANSAS CITY 3, MISSOURI  
WORLD'S LARGEST MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT



# How Many in 1952?

You can help maintain steel production . . . for military and civilian needs . . . by salvaging your iron and steel scrap—*now* and regularly.

Steel mill productive capacity is being constantly increased, and we *can* meet military and civilian demands . . .

**If we all pitch in and turn in our iron and steel scrap**

Scrap is the scarce commodity. The amount of *working* scrap—the wastes of metal-working, such as

trimmings, borings, etc.—is not enough for the enlarged furnace capacity.

It will take the *dormant* scrap to keep the furnaces running—old, outmoded machinery, equipment and parts that you've already “junked” or *can* junk because you have no further use for them.

We need extra millions of tons of scrap this year and next year. All of us can help by clearing out our plants and yards—*now*.

**NON-FERROUS SCRAP IS NEEDED, TOO!**

***This advertisement is a contribution, in the national interest, by***

**ICE CREAM FIELD**



# As Valuable As Your Vogt

## *This Portfolio of Practical Aids to* **PLANNED FREEZER MAINTENANCE**

As valuable as your Vogt Continuous Freezer, this new Cherry-Burrell Maintenance Manual shows you how to keep your freezer in tip-top shape, longer, and for less money. Even if you just thumb through it now, you'll pick up profitable pointers that'll save time, trouble and expense later.

You'll find a complete and detailed five-point program of Planned Maintenance . . . covering installation, operation, check-up, cleaning and lubrication. Each easy-to-read section, fully illustrated, thoroughly covers your every-day problems and procedures. Answers to your questions are backed by Cherry-Burrell research, engineering and experience.

Although written specifically for Cherry-Burrell Vogt Freezers, the suggested outline of Planned Maintenance procedure will prove of continuous value—regardless of what make of freezer you may have.

## **Vogt Continuous Freezer**

*Planned Maintenance  
Protects Production*

*CHERRY-BURRELL CORPORATION  
Dedicated to a great industry*

*Model A Maintenance Manual No. 8*

### **Send for your copy now!**

This manual outlines a simple program of Planned Maintenance that can help you protect your ice cream freezer investment . . . help you continue to get the most from machines, man-hours and money.

#### **Planned Maintenance Protects Production**

#### **CHERRY-BURRELL CORPORATION**

General Sales and Executive Office:  
427 W. Randolph Street, Chicago 6, Ill.

Equipment and Supplies for Industrial and Food Processing  
FACTORIES, WAREHOUSES, BRANCHES, OFFICES  
OR DISTRIBUTORS AT YOUR SERVICE IN 56 CITIES

Cherry-Burrell Corporation  
Dept. 120, 427 W. Randolph St.,  
Chicago 6, Illinois

Send \_\_\_\_\_ copies Vogt Freezer Maintenance Manual

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# Coming Events

**MAY 12-14**—Pocono Manor, Pennsylvania; annual convention and outing of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware.

**MAY 25 - 28** — Hotel Edgewater

Beach, Chicago; annual convention of the Flavoring Extract Manufacturers Association.

**JUNE 11-13**—Hotel Casablanca, Miami Beach, Florida; annual convention of the Florida Dairy Industry Association.

**JUNE 16 - JULY 3**—Massachusetts Institute of Technology, Cambridge, Massachusetts; food technology course. Information available from Professor Bernard E. Proctor of the school's Department of Food Technology.

**JUNE 20**—Aronomink Country Club, Philadelphia; annual outing of the Philadelphia Dairy Mixers.

**JUNE 24-26**—University of California, Davis, California; annual meeting of the American Dairy Science Association.

**JULY 24**—Anderson Country Club, Anderson, Indiana; annual outing of the Indiana Dairy Products Association.

**AUGUST 7-8**—Grove Park Inn, Asheville, North Carolina; annual summer meeting of the North Carolina Dairy Products Association.

**AUGUST 3-5**—Hotel Greenbrier, White Sulphur Springs, West Virginia; annual convention of the West Virginia Dairy Products Association.

**SEPTEMBER 14-17**—Chicago, Illinois; annual convention of the National Automatic Merchandising Association.

**SEPTEMBER 15-17** — Whiteface Inn, Whiteface, New York; annual convention of the Association of Ice Cream Manufacturers of New York State.

**SEPTEMBER 22-27** — Navy Pier, Chicago; Dairy Industries Exposition.

**SEPTEMBER 22-24**—Chicago, Illinois; forty-eighth annual convention of the International Association of Ice Cream Manufacturers.

**SEPTEMBER 25-27**—Chicago, Illinois; annual convention of the National Association of Retail Ice Cream Manufacturers.

**OCTOBER 22-23** — University of Vermont, Burlington, Vermont; thirty-first annual conference for Vermont Dairy Operators and Milk Distributors. Information available from O. M. Camburn, the school's Director of Short Courses and Educational Conferences.

**Better Coloring with BETTER COLORS**



**Parakeet**  
TRADE MARK  
BRAND OF  
CERTIFIED FOOD COLORS

Your finished product deserves the finest. Secure maximum sales and eye appeal by using Sterwin's Parakeet Certified Food Colors.

These pure food colors are manufactured by Sterling's Hilton-Davis Chemical Co., leaders in the color field for 25 years. Their experience and know-how guarantee the production of top quality certified food colors.

WRITE TODAY for new booklet giving information on Sterwin's complete line of Food Colors.



*Sterwin Chemicals, INC.*  
SUBSIDIARY OF STERLING DRUG INC.

1450 BROADWAY, NEW YORK 18, N. Y.  
445 Lake Shore Drive, Chicago 11, Ill.  
FACTORY: CINCINNATI, OHIO

Branch Offices  
Atlanta, Boston, Buffalo, Chicago, Dallas, Kansas City (Mo.), Los Angeles, Minneapolis, Portland (Ore.), St. Louis

**WORLD'S LARGEST SUPPLIERS OF VANILLIN**

# PECAN KRUNCH

The Nation's No. 1 Brittle Ice Cream--A good flavor to feature

YOUR  
NAME

PECAN KRUNCH

ICE CREAM

YOUR  
NAME

PECAN  
KRUNCH

ICE  
CREAM

PECAN  
KRUNCH

ICE  
CREAM

*Window Domination*  
in full color - to border the  
windows of your retail stores  
35¢ per set  
(Sample on request)

## PANGBURN'S CO-OP ADVERTISING PROGRAM

- ★ Window Streamers, FREE, in full color
- ★ Window Dominations, 35c, in full color
- ★ Newspaper Mats, FREE, 1 and 2 column

### FEATURE

## NUT BRITTLE ICE CREAM

NEXT

For a "Sure-Shot" Seller--Select a top flavor  
with ready-to-use colorful advertising.

PANGBURN COMPANY, FORT WORTH, TEXAS

Originators of Ice Cream Nut Britties and Flakes

# CONTENTS . . . . .

# ICE CREAM FIELD

VOL. 59

May

NO. 5



Staff: HOWARD B. GRANT, Publisher; SIDNEY M. MARAN, Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

ICE CREAM FIELD is published monthly at 3110 Elm Avenue, Baltimore, 11, Md., by I. C. F. Publishing Co., Inc. Address editorial and advertising communications to the New York office, 19 W. 44th St., New York 36, N. Y. Entered as 2nd class matter at the post office at Baltimore, Md., under the act of March 3, 1879. Subscription rates yearly, \$2 in the U. S., \$2.50 in Canada, \$4 foreign; single copies 25c in the U. S. and Canada, 35c foreign.



Member Controlled Circulation Audit Association  
Guaranteed Circulation—8500 minimum

PAGE	ARTICLE
<b>SELLING SECTION</b>	
27	New Haven Group Promotes Cones
30	Open Display Cabinets
32	Ice Milk Today
36	Drug Chain Runs Well-Planned Promotion
40	Breyer Company Program
42	Tapping a New Market—Automatic Vending
<b>RELATED FOODS CAMPAIGNS</b>	
44	"Parfait Pie" Seen As Sales Boon
46	Food Concerns Tie In With Ice Cream
50	"Candidate" Seeks Food Store Vote
<b>TOPIC OF THE MONTH</b>	
54	Borden Company Uses Walk-in Trucks
60	Brown's Velvet Studies Daily Delivery Costs
64	How General Finds Costs Of Distribution
70	Transportation Teletype
<b>DEPARTMENTS</b>	
18	Coming Events
94	The Readers Ask
96	New Products
101	What's New
106	Association News
110	Business News
114	Classified Ads
116	Index to Advertisers

27	New Haven Group Promotes Cones
30	Open Display Cabinets
32	Ice Milk Today
36	Drug Chain Runs Well-Planned Promotion
40	Breyer Company Program
42	Tapping a New Market—Automatic Vending

44	"Parfait Pie" Seen As Sales Boon
46	Food Concerns Tie In With Ice Cream
50	"Candidate" Seeks Food Store Vote

54	Borden Company Uses Walk-in Trucks
60	Brown's Velvet Studies Daily Delivery Costs
64	How General Finds Costs Of Distribution
70	Transportation Teletype

18	Coming Events
94	The Readers Ask
96	New Products
101	What's New
106	Association News
110	Business News
114	Classified Ads
116	Index to Advertisers

# This Label on the Barrel Is Your Guarantee...



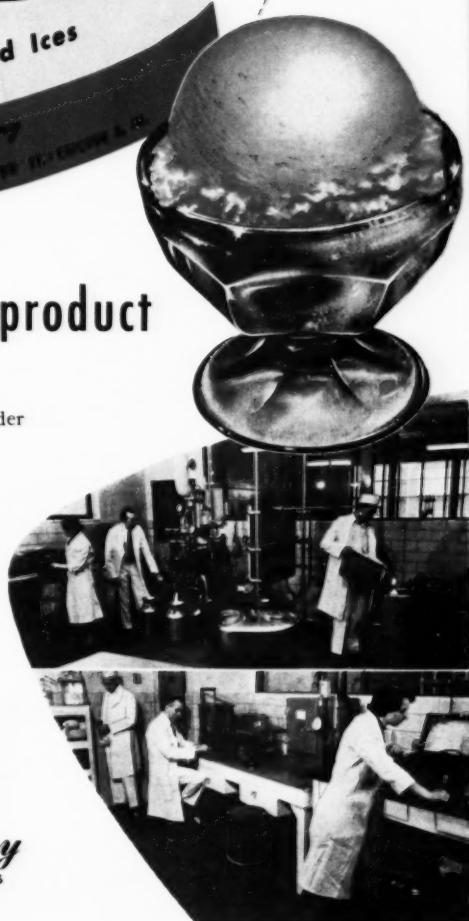
\*means a better finished product

28 years of continuous use by leading ice cream manufacturers firmly establish SURE-BET as the leader in its field. If, during this period you have not used SURE-BET, we invite you to try it now . . . to see why SURE-BET will do a better job for you in the production *and sale* of your sherbets and ices.

#### WRITE NOW FOR A TRIAL QUANTITY

... and if you have a production problem, let us do your experimental and research work. Our entire staff, complete laboratory and experimental plant are at your service without charge or obligation.

National  Company  
2656 W. CULLERTON ST. CHICAGO 8, ILLINOIS



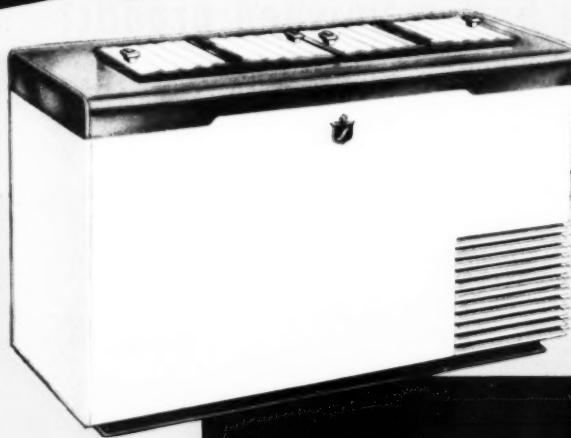
# Dipping Days



**MODEL 10-GALLONEER**  
10 Gallons bulk  
dipping capacity



**MODEL 4-CD**  
17½ Gallons bulk dipping capacity



**MODEL 4-CS**  
20 Gallons bulk  
dipping capacity



**SCHAEFER, INC.**

SINCE 1929 • MINNEAPOLIS

MANUFACTURERS OF SCHAEFER ICE CREAM CABINETS, CLEARVIEW

# Ahead...



MODEL 6-CD  
32½ Gallons bulk dipping capacity

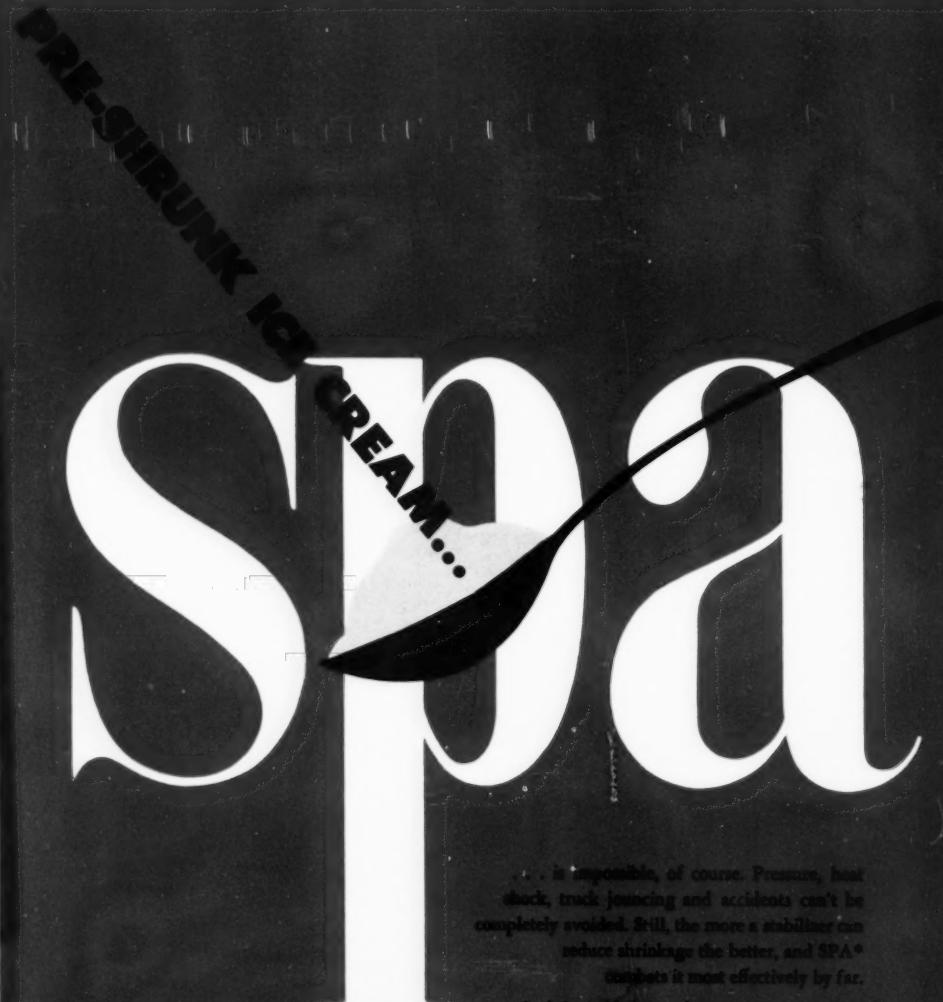
Schaefer  
INC.

CABINETS  
WILL SELL  
MORE  
ICE CREAM  
...STAND UP  
LONGER,  
TOO!



MODEL 8-CD  
42½ Gallons bulk dipping capacity

MERCHANDISING DISPLAY CABINETS, PAK-A-WAY HOME FREEZERS



... is impossible, of course. Pressure, heat, shock, truck jouncing and accidents can't be completely avoided. Still, the more a stabilizer can reduce shrinkage the better, and SPA\* contributes it most effectively by far.

And that's just one advantage SPA provides. This pure food gelatin was created especially to stabilize ice cream... to help make ice cream extra-mellow and creamy... to let you taste flavors faster... to help the ingredients blend smoothly.

SPA dissolves quickly, easily, and permits a low viscosity mix so important for fast flow.

Such exceptional performance is a precious aid to production, and yet SPA costs much less to use than ordinary gelatins! For details, drop us a line now, while our address is before you.

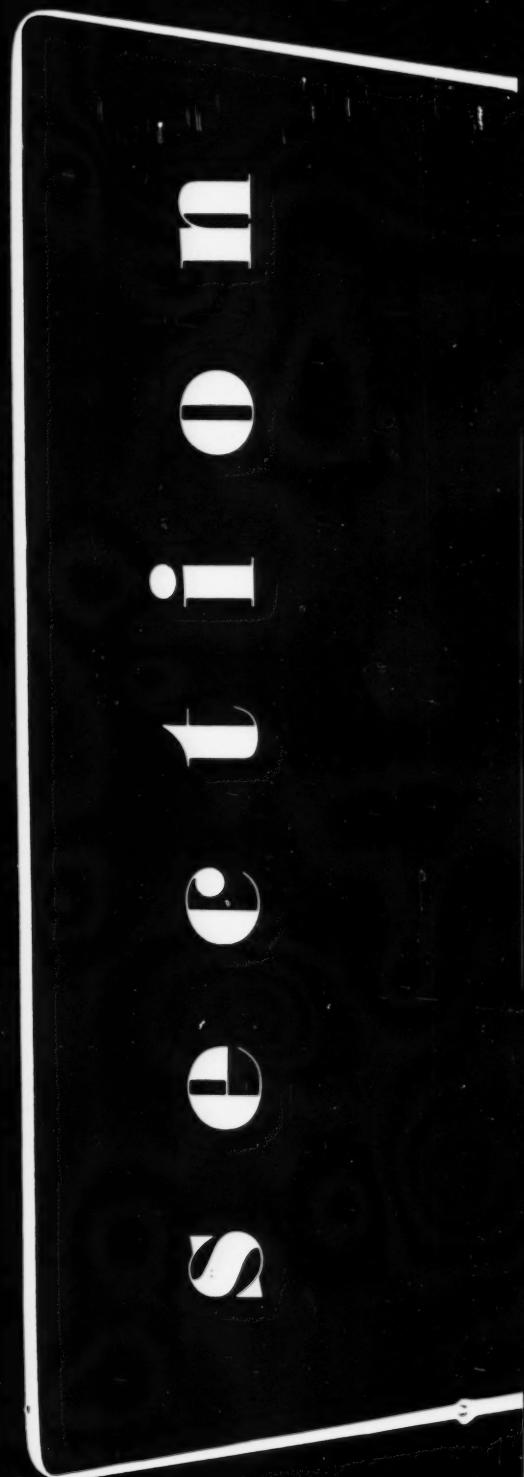
B. Young & Co.  
of America, Ltd.

### B. YOUNG & CO. OF AMERICA, LTD.

278 Madison Avenue, New York 16, N. Y.  
Famous as makers of fine English gelatins since 1812.  
*The oldest name in gelatin is Young.*

\*U. S. Reg. U. S. Pat.

SELLING



# COPELAMETIC

THE *Accessible* HERMETIC

**eliminates 9 out of 10  
service calls!**



That's a strong statement to make, but a great many refrigerated cabinet manufacturers are finding that Copelametic can cut service calls 90%. Here's why. Belts, seals and the necessity for manual oiling were the causes for 9 out of 10 service calls in open-type units. These three bug-a-boos were eliminated in the practical-engineered Copelametic. Yes, sir! Belts, seals and manual oiling were done away with. And to top that, Copeland engineers made this remarkable hermetic accessible. Adjustments can be made in the field . . . never a need to send it back to the factory.

We'll be glad to send you capacity data and more facts to prove that Copelametic is the perfect unit for your refrigerated cabinets.

**Copeland belt-driven models also available through 7½ H.P.**



Manufacturers of refrigeration units  
(belt-driven and Copelametic), water coolers

**Copeland**  
DEPENDABLE *Electric* REFRIGERATION



**COPELAND REFRIGERATION CORPORATION • SIDNEY, OHIO**

# New Haven Group Promotes Cones This Month

WITH THEIR "Banana Boat" promotion cruising at high speed, the New England ice cream manufacturing concerns that have joined forces to stimulate bulk ice cream volume in the test market of New Haven, Connecticut this month began devoting themselves to the merchandising of a three-scoop ice cream cone.

At a meeting on March 31, the group decided to feature in May a twin-type cone in which would be served three generous #24 scoops of ice cream. The ice cream was to be garnished with candy sprills. The cone was named "The Big Three."

Data sheets prepared by the ice cream manufacturers included a picture of "The Big Three," the name of the promotion, the standard formula and cost breakdown, the slogan "Most People Prefer Freshly Dipped Ice Cream," and the addresses of local sources of supply for the twin-type cones.

It was estimated that the cost of the cone and candy sprills, including allowance for cone breakage, amounts to one cent. The cost of three #24 scoops of ice cream was placed at .1275. Total cost is .1375 and the suggested selling price is twenty-one cents. This allows a profit of  $7\frac{1}{4}$  cents on each cone and a gross profit based on the selling price of  $34\frac{1}{2}$  per cent.

A uniform point-of-purchase banner is being used to advertise the cone promotion. The banner reads:

"THE BIG THREE"

Ice Cream Cone  
21c

3 Generous Scoops Ice Cream  
"Most People Prefer Freshly Dipped Ice Cream"

In addition, die-cut replicas of three-scoop cones are being used in retail outlets. About 10,000 of these have been distributed.

The newspaper advertising schedule in connection with the cone program differs from the "Banana Boat"



"BIG THREE"—three-scoop ice cream cone—is being featured this month during New England manufacturers' joint bulk ice cream promotion.

arrangement in that no "teaser" ads are being used in May. General Ice Cream Corporation advertisements will be published on May 5 and May 23; H. P. Hood and Sons messages on May 6 and May 22; Breyer Ice Cream Company notices on May 7 and May 21; Brock-Hall Dairy Company ads on May 8 and May 20; and Borden Company ads on May 9 and May 19. Maximum size of newspaper copy will be 600 lines.

It was agreed that in addition to the individually tailored copy each company would feature in its newspaper advertisements the slogan "Most People Prefer Freshly Dipped Ice Cream," as well as the name and picture of "The Big Three."

In virtually all cases, the initial supply of cones was provided to dealers by company salesmen who, at the same time, demonstrated how "The Big Three" should be made.

At the April 21 meeting, Arthur Barbieri, representing the Golden Crest Farm Ice Cream Company,



"BANANA BOAT" POINT-OF-SALE DISPLAYS, AS FEATURED IN APRIL BY DEALERS OF GENERAL ICE CREAM CORPORATION (TOP, LEFT), BORDEN COMPANY (BOTTOM, LEFT), H. P. HOOD & SONS (TOP, RIGHT), BROCK-HALL DAIRY COMPANY (CENTER, RIGHT), AND BREYER ICE CREAM COMPANY (BOTTOM, RIGHT).

joined the group and was welcomed as a participant. It was explained that the group had been organized on an informal basis and that its basic objective was to develop ways and means of promoting the sale of bulk ice cream, and that any ice cream manufacturer distributing in the test area was welcome as a participant.

Plans for the joint June promotion were discussed at the same meeting. After some discussion, a proposal to conduct a "Strawberry Shortcake" campaign was rejected, primarily because ice cream represents a small percentage of its cost, and it was felt that items in which the ice cream content was greater should be emphasized.

The committee also discussed the possible promotion of freshly dipped ice cream in conventional pint and quart containers for carry-home sale. A majority decided, however, that in view of the resistance by dealers, and particularly by druggists, June was too early to attempt such a program.

Ultimately, the group agreed that a transition program for June involving the sale of freshly dipped ice cream for take-home use would be logical. The point was made that dealers will be doing a lot of dipping during the May cone promotion and an appropriate follow-up would be a carry-home container of freshly dipped scoops of ice cream.

The committee decided that a round, tapered tub, or bucket, to contain ten generous #24 scoops, made an appealing and appetizing package, and the June promotion plans were underway. The container will be called "The Big Bucket" and on each container will be printed the words, "10 Big Scoops of Freshly Dipped Ice Cream." Tentative selling price has been set at sixty-nine cents each.

To help work up local interest in the ice cream campaigns, the committee has arranged for M. L. Finneburgh, ice cream merchandising authority with

(Continued on page 76)

**It's NEW! It's available Now!**

*Presenting the*



# SERIES 50 Special Continuous Freezer

NOW there are  
3 Great CP  
Continuous Freezers:  
the CP Stainless Series,  
CP Series 50 Standard,  
and the CP Series 50 Special.

**TODAY'S  
BIGGEST BUY  
IN FREEZERS  
in Dollar-for-Dollar  
Performance**

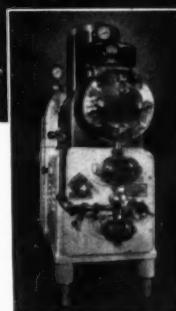
The new CP Series 50 Special offers:

- the Proven Economy Features  
of the CP Series 50 Standard Plus**
- the Compact Design and Super-  
Efficient Operating Features of the  
CP Stainless Series. These Include:**
  - ★ Capacity range NOW completely variable be-  
tween low and high speeds of AS MUCH AS  
FIVE TO ONE!
  - ★ More accessible ammonia control and piping.
  - ★ New streamlined design and more compact  
construction provides greater sanitation and  
ease of cleaning

These are just the highlights. There are other features you'll want to know about . . . the stainless dasher with CP "Level Edge" blades . . . the famous CP "King-Size" cylinder. There are many features—all worth knowing about. You shouldn't buy any freezer until you know about them.

Get in touch with your CP Representative today for the full facts on this newest and finest value in continuous freezers. Available for delivery NOW!

*[ Specifications subject to change ]  
due to material limitations*



*Send Coupon for  
Bulletin*

The Creamery Package Mfg. Co.  
1243 W. Washington Blvd.  
Chicago 7, Illinois  
Send information on CP Series 50 Special  
Continuous Freezer.

Name.....

Firm.....

Address.....

City.....Zone.....State.....

## THE Creamery Package MFG. COMPANY

General and Export Offices: 1243 W. Washington Blvd., Chicago 7, Illinois  
Branches in 21 Principal Cities

CREAMERY PACKAGE MFG. CO.  
OF CANADA, LTD.  
267 King St., West, Toronto 2, Ontario

THE CREAMERY PACKAGE MFG. COMPANY, LTD.  
Mill Green Road, Mitcham Junction,  
Surrey, England

# Open Display Cabinets

LET'S look back to 1924. The brine tank-type ice cream cabinet was in vogue. The ice cream parlor, the drug store and stores of the "Papa-Mama" type were your biggest sources of ice cream sales. Ice cream was mostly sold in bulk and hand dipped. Much was consumed on the retailer's premises. Packaged sales and novelties were a very small part of your business; in fact, many customers positively refused to accept packaged ice cream.

Ten or fifteen years ago, if I had said to you that your customers would serve themselves from an open-type merchandising cabinet; that packaged ice cream would be a large part of your sales; and that the chain store and super market would supplement the ice cream parlors, drug stores and the "Mama and Papa" stores, you would have promptly nominated me as a candidate for the lunatic asylum. Nevertheless, these changes have come to pass.

Today, cabinets are refrigerated by direct expansion

systems. The use of brine is obsolete. The customer is serving himself. More and more cabinets of the open-type, even with glass fronts, are being used. Relatively less ice cream is being sold in bulk and more sold in packages—not only in packages, but in large packages, such as half-gallons and gallons. The chain stores and super markets have developed into very important outlets for ice cream. Truly, there is nothing permanent but change.

These changes in your business result from other overall changing conditions. For the past eighteen years, all business has been more or less faced with a constantly shrinking profit margin, rising taxes, confusing regulations, rising wages, and scarcity of skilled labor. Therefore, anything which conserves labor, such as encouraging customers to serve themselves and which increases the size of the unit sale and increases volume is in tune with the changing trend.

Customers like self-service. Therefore, food wholesalers and retailers must accept this situation whether they like it or not. The food seller, like the farmer and manufacturer, must get higher output in the form of sales per unit of labor and space occupied to meet

*(Continued on page 88)*

BY D. C. MCCOY  
*Frigidaire Division*  
*Dayton, Ohio*



## *in and around* **WASHINGTON**

*...look to Mathieson  
for DRY ICE*

From Washington and 16 other key centers throughout the Eastern and Southern States, Mathieson serves the ice cream, beverage and other food industries with Dry Ice.

Mathieson Dry Ice warehouses are equipped and staffed to give you dependable delivery service. And our representative there is ready to help you with any handling, storage or use problem. Call your nearest Mathieson warehouse today for quality Dry Ice, plus swift delivery and friendly, helpful service. Mathieson Chemical Corporation, Baltimore 3, Maryland.

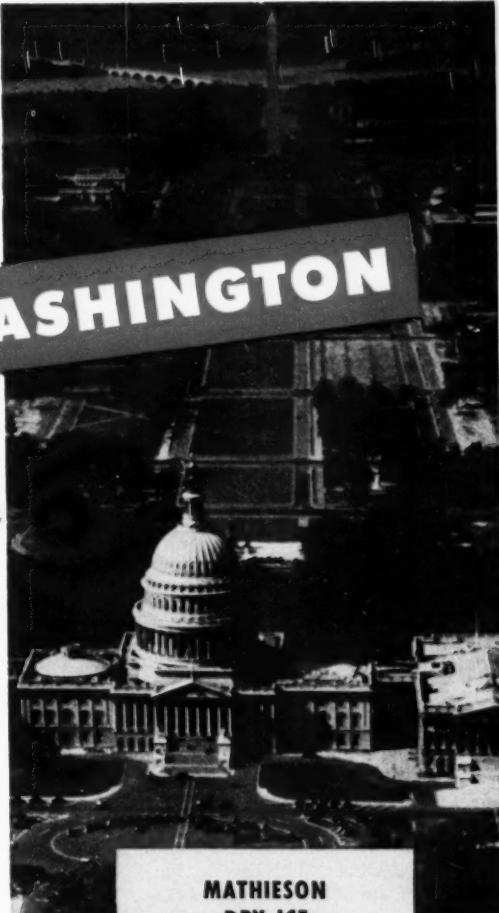
**Mathieson**  
CHEMICALS

SERVING INDUSTRY, AGRICULTURE AND PUBLIC HEALTH

9919

ICE CREAM FIELD, May 1952

MD.



### **MATHIESON DRY ICE WAREHOUSES**

Atlanta, Ga.  
Baltimore, Md.  
Birmingham, Ala.  
Charlotte, N. C.  
Chattanooga, Tenn.  
Greensboro, N. C.  
Jacksonville, Fla.  
Knoxville, Tenn.  
Memphis, Tenn.  
Nashville, Tenn.  
New Orleans, La.  
New York, N. Y.  
Norfolk, Va.  
Philadelphia, Pa.  
Richmond, Va.  
Salisbury, Va.  
Washington, D. C.



# ICE MILK TODAY

BY EVERETTE C. SCOTT

Crest Foods Company  
Ashton, Illinois



A NUMBER of years ago I heard myself referred to as the "Kid Gloved Ice Cream Maker," due to my habit of wearing gloves in certain departments of our plant. I probably need those same gloves today to handle this "hot potato." Certainly, the subject of ice milk is no less controversial in many places than it has ever been, in spite of the tremendous growth of ice milk sales.

It is a common trait among all peoples to resist change. How many times have we heard the old saying "If it was good enough for dad, it's good enough for me"? The ice cream industry, as a whole, certainly cannot be accused of that philosophy, although certain segments are slow in changing their policies.

When price structure, buying power, nutritional demands, taste preferences and technological advances indicate the need and probable demand for new products, it behooves us to weigh the matter on its merits and forget the pre-conceived ideas and prejudices.

Low fat frozen desserts, or ice milks, as sold today, fall under three classes, namely: (1) Products that are sold and consumed in the "soft" form; (2) milk shakes or malted milk base; and (3) novelties and packaged products sold hard frozen.

The rapid strides made in the so-called soft ice cream field in the last six years are nothing short of phenomenal. These modern, attractive, well run stands are a long way removed from the old frozen custard stands. Those who thought this development was a "flash in the pan" have had a rude awakening. Customers may visit them once or twice out of curiosity, but they return because they like the product.

The old established ice cream concerns are meeting this competition in various ways. Some sell mix to the stores or stands. Some have found that since they can't

whip them, they will join them. They have installed their own soft freezers in their stores, or other retail outlets. Still others are offering either soft frozen or hard frozen products to their dealers, which is tempered and sold soft.

It would appear that over-crowding is the greatest threat to the continued prosperity of soft ice cream or soft ice milk stands. Since their season is short, they must handle a large volume in a short time. A good location which supports one stand very profitably one season often fails to support two stands the following season.

Low fat milk shake base, sold in bulk for the production of milk shakes and malted milks, has become a very large volume item in many parts of the country. The popularity of this product continues to grow rapidly.

The success in merchandising low fat shakes by one of the large drug chains during the past year has been widely publicized, and has focused considerable attention on this product. Many retail sales organizations which were formerly interested only in offering milk shakes and malts made with ice cream are now switching to ice milk.

I believe this is a very sound trend for the whole



# SUGAR!

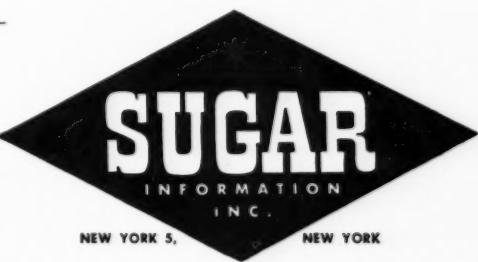
—Ace Customer-Winning Sweetener!

Ice cream manufacturers throughout the country have found that using sugar\* to enhance *body, texture and taste* has been an important step toward developing increased consumer acceptance for their product.

This, together with its superior sweetening properties—ease of use—and convenience of handling and mixing—has made sugar a prime favorite in the ice cream industry.

For better taste, better texture, better sales—better use sugar—ace sweetener for maximum consumer satisfaction!

\*Sucrose



dairy industry. It will certainly promote the use of more dairy products. Good, palatable, moderately thick milk shakes, offered at a reasonable price, with an overall fat content of three to four per cent, are well tolerated and the sales volume is generally much higher than previous sales of conventional malted milks or milk shakes. Price is, of course, a factor. Low fat shakes usually sell at twenty to twenty-five cents, as against thirty to thirty-five cents for the same items made with ice cream. However, price is not the only consideration. Many people can tolerate and enjoy the low fat drink who find the higher fat drink too rich for them. Repeat sales to the same customer are more frequent, and there are many more customers.

Current dietary trends have much to do with the preference for the low fat drink. It is estimated that 25,000,000 people are overweight in this country. Many of these people, plus untold millions of others who are avoiding obesity, watch their calory intake carefully. That is probably the reason that malted milk sales have declined so radically. Many people associate the name with something very rich and high in calory content. The name "shake" or "milk shake," made with ice milk, does not carry that same connotation.

Not all efforts directed toward the sale of low fat milk shakes and malts have been successful. Many

of the drinks have been too rough, cold, flat or insipid. A special mix is required for best results. Technological developments have now provided the know-how to do a good job.

Packaged ice milk, usually sold under a proprietary name, has come to the fore-front during the past two years. It is rapidly becoming a large volume item in many markets. It appears to be destined for a much larger percentage of the total frozen dessert sales.

### A Sound Trend

The sale of ice milk, in the carry home package, would appear to be a sound trend for a number of reasons, namely:

1. It is nutritionally sound. The ratio of milk proteins to fat is preferable to that found in ice cream. It is actually a better balanced food for children, or even adults who are calory conscious. It is excellent for the reducing diet.
2. Low-fat package product, if properly formulated, can be an excellent quality product — smooth and refreshing. It attains a smoothness and creaminess very similar to high grade ice cream.
3. Since this product is sold at a lower price range, usually seven to ten cents per pint less than ice cream, it taps a new and large consumer market. Sales volume of this product does not adversely affect ice cream volume, and increases total sales.
4. An attractive and high quality low fat package gives the ice cream manufacturer and his dealers an effective tool in competing with the low priced soft ice cream and other low fat desserts.

### Low Prices, Few Calories

Market studies indicate that ice milk is bought for two reasons, namely price and low calory content. Price is definitely the number one reason. Ice cream has priced itself out of the market for many consumers. The lower cost of ice milk makes its price competitive with many of the low cost desserts. It can be served generously and often without denting the family budget.

Don't underestimate the value of emphasis upon the protein content of food-stuffs today. We are living in a protein-mineral-vitamin age. If you question the general interest in nutrition, think of all the yogurt, black-strap molasses and yeast that have been consumed in the past eighteen months. The value of high grade protein is being extolled on every hand. Ice cream is not a rich source of protein. In fact, it is a protein deficient food, in that it fails to furnish its proportionate ratio of protein to calories required in

(Continued on page 82)

**A NEW Sani-Serv EXCLUSIVE**

**SELECTOR**

Another engineering "first" scored by Sani-Serv, America's foremost manufacturer of ice cream freezers, is THE ECONOMATIC SELECTOR. It is an automatic control which provides a new degree of controlled product quality and reduces the number of starts and stops of the freezer — to give increased economy of operation. It is a feature specifically designed for slow speed freezers.

Sani-Serv offers you the greatest value in the soft ice cream freezer field: stainless steel construction, continuous top speed operation, minimum maintenance, and compact design. Soft ice cream, frozen custard, ice milk, sherbets, water ices, and other products manufactured and dispensed by the Sani-Serv, are always freezer-fresh.

Write for complete details about the 1952 Sani-Serv, now equipped with the Economatic Selector.

**General Equipment Sales, Inc.**  
824 S. WEST ST. DEPT. F  
INDIANAPOLIS, INDIANA

# TRUE ALMOND FLAVOR



## Capco

### BUTTERED TOASTED ALMONDS

Almond ice creams are rapidly climbing the ladder of popularity as customers continue to buy more and more buttered almond, chocolate almond, almond toffee, toasted almond, and many other delicious almond creams.

These high quality, economical almonds are California sun ripened, and full of nutritious goodness. They are carefully processed with high score, pure creamery butter to give your cream that out of the ordinary, delicious flavor—fine particles removed. Available in diced and whole and broken—ready-to-use.



**THE CHARLES A. PETERSON CO.**  
917 CARNEGIE AVE. • CLEVELAND 15, OHIO

FORM A-2



# Runs Well Promotion

**I** CALL IT the great soda fountain revolution," declared Ross Cole recently, "this is so huge, it's beyond our wildest expectations!"

The general manager of foods and fountains for the Gallaher Drug Company, Dayton, Ohio, is, of course, an enthusiastic person. But Ross Cole, who issued the above statement, primarily is a sound, level-headed merchandising executive who believes that fountain sales can be lifted by means of aggressive promotions.

The reason for Mr. Cole's enthusiasm is the sensational success of the new Malt-A-Plenty program which was introduced in all Gallaher's fifty stores in Ohio on April 1. The carefully planned groundwork, revealed in the accompanying photographs, paid unbelievably rich dividends. For example, on a cold Saturday in early April, the Middletown store sold 517 Malt-A-Plenty drinks without advance publicity or fanfare. Milk sales and chocolate syrup sales are doubling and tripling at the drug chain's fountains. These and other reports coming in from fountain managers confirm that fountain sales are soaring under the impact of a new drink tied in with related food items.

The idea of serving a thick, low-fat, low-priced milk drink was studied by the Gallaher executives during the past winter. President M. K. Wood, his executive assistant, Howard Pitts, and key personnel such as A. G.

---

FOUNTAIN PROMOTION for Gallaher stores begins with preparation of bulletin for store managers. Advertising Manager Beth Blom watches (top photo) as Marie Soeffing cuts a stencil.

ART WORK for back bar signs is developed by Art Director Sig Thunborg (next photo) as Fountain Director Ross Cole (center) and Ralph Courdict look on.

USE OF Multimixer in Malt-A-Plenty promotion is discussed by (left to right) Mr. Cole; Hal Johnson, Prince Castle Sales Manager; Howard Pitts, Gallaher Vice President; and Marshall Wood, President of the drug chain.

FOUNTAIN MANAGERS sample the Malt-A-Plenty drink at the pre-campaign meeting in Dayton (bottom photo).

---

# Drug Chain -Planned

Harris and Mr. Cole were determined to find a fountain sales builder. Studying the success of other chains, they agreed to a full-fledged program on Malt-A-Plenty. Wisely, they visualized plans on the basis of two, six and twelve-month periods. They leaned heavily for guidance on the suppliers of ice cream, ingredients, cups, straws and other appropriate materials.

Before the store personnel in the chain were "let in" on the promotion, the preparation of materials was well underway. Paper cups and metal collars, straws, menu inserts, waitress caps, sign materials and educational bulletins on drink preparation were planned in minute detail. The advertising department of the drug chain added its own ideas such as "Malt-A-Plenty and our famous hot dogs—43c," and "Malt-A-Plenty with a melted cheese sandwich—43c." Other combination offers gave variety and continuity to the program.

The first meeting of fountain managers with company executives and suppliers was held in Dayton on March 12. It was a day long program in which plans were revealed to replace old fashioned malted and milk shake methods with new sanitary, high-speed paper service. Speakers on the program told company employees that there is only one way to make a good milk shake and, if properly handled, sales would jump



ROSS COLE, Gallaher Fountain Director, displays a typical point-of-sale sign during the company meeting in Dayton.



FOUNTAIN CLERKS receive instructions on making and serving the dairy drink (photo below, left). Satisfied Malt-A-Plenty purchasers (photo, above) reward the drug chain's painstaking efforts. Gallaher stores also sell much packaged ice cream out of Frigid-air self-service cabinets (photo, below).





MATERIALS SUPPORTING Gallaher's well-planned fountain promotion are illustrated at the left. Shown are the cap worn by fountain clerks, a typical menu clip-on, sample memos sent by the drug chain to its fountain managers to explain the Malt-A-Plenty campaign, and a newspaper advertisement which ran in numerous papers over a period of six weeks.

Some of the bulletins stressed the selling phase of the promotion and contained suggestions as to how high volume in the dairy drink could be achieved. Managers were advised to keep point-of-sale materials prominently displayed, and to have two or three signs "on location" each week. One bulletin declared: "If people don't know you have Malt-A-Plenty, they won't buy it. Keep 'em informed!"

#### Combinations Pushed

Another message called attention to the signs referred to earlier in this article. Fountain supervisors were urged to use the new signs (such as "Malt-A-Plenty and our famous grilled cheese sandwich—43c"). It was pointed out that "this is the way to show two good items and to get check averages up. There isn't a better deal in the book."

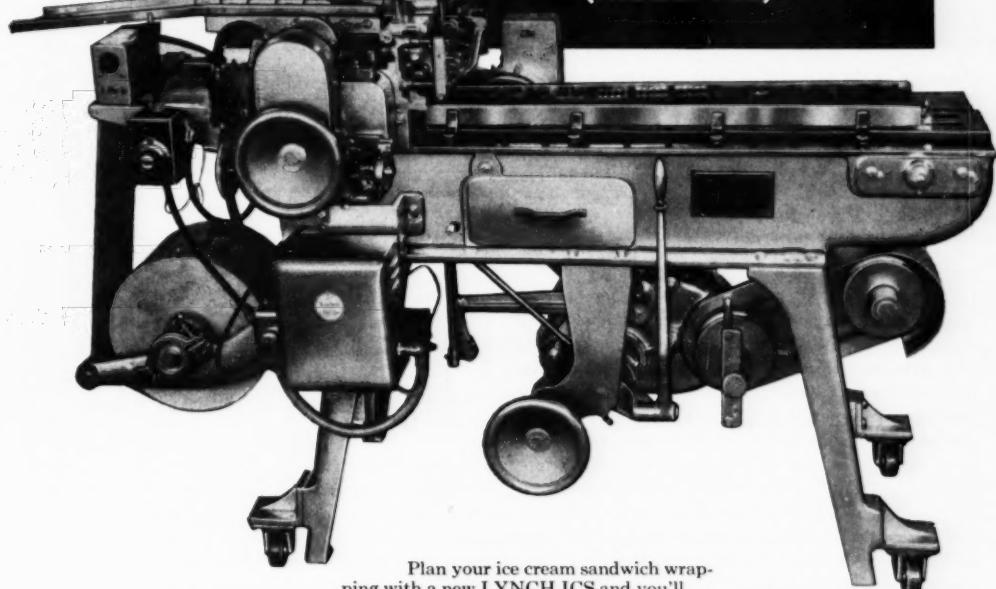
Fundamentally the chain believes that the consumer wants a thick, large milk shake drink that is nourishing but non-bloating. The results of the first month in operation confirmed this contention. Ross Cole now confesses that, "as long as I live I will never turn down another item shown me until I fully check it and find out what makes it tick." He is looking forward to the arrival of warm weather when he expects the chain of fountains to benefit by the combined appeal of a milk drink at a price below the malted milks, plus the low-fat food refreshment values.

from 200 to 500 per cent. Recognizing that training of store employees was the most difficult phase of the operation, the Gallaher executives decided on a series of "in-store demonstrations." Crews of trained executives and merchandising experts spread out through the entire area covered by the chain. Their aim was to demonstrate and educate store personnel in the preparation of one simple milk drink.

In the meantime, a steady flow of bulletins was mailed warning and urging fountain personnel that this was not an ordinary fountain item. The fountain managers were told to watch every worker until each person made these drinks correctly. The mix and milk temperatures had to be checked daily. No variations were permitted. Thus, when the campaign opened officially, the clerks were letter-perfect.

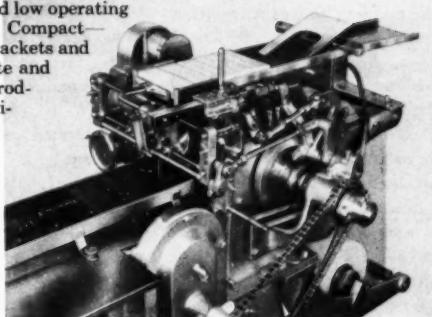
LYN

*Announces*  
the new ICE CREAM SANDWICH  
WRAPPING MACHINE  
(Model ICS)



Plan your ice cream sandwich wrapping with a new LYNCH ICS and you'll be amazed at the big savings it makes in packaging costs. With low initial price and low operating cost, it gives you these desirable features: Compact—requiring little space; Portable—mounted on brackets and casters; Easy to clean and sterilize, meeting State and Federal sanitation requirements (metals contacting product are stainless); No product—no paper feed; Variable speed drive wrapping 30 to 120 packages per minute. Standard equipment includes heat seal (no glue), wrap register unit with electric eye and  $\frac{1}{2}$  H.P. moisture-proof motor. For more details about LYNCH ICS write or call the Packaging Machine Sales Dept.

Feeding, Wrapping and Sealing Unit.



PAR  
AIR  
COMPRESSORS



PAR  
REFRIGERATION  
COMPRESSORS



WRAP-O-MATIC  
CANDY & COOKIE  
WRAPPING  
MACHINES

**LYNCH**  
CORPORATION

PACKAGING MACHINE DIVISION  
TOLEDO, OHIO  
BRANCHES: NEW YORK - CHICAGO  
SAN FRANCISCO - ATLANTA



MORPAC  
PAPER  
PACKAGING  
MACHINES



MORPAC  
BUTTER & OLEO  
PACKAGING  
MACHINES



GLASS  
FORMING  
MACHINES

# Breyer Company Works On Stops All Year 'Round

**W**HAT does your company do by way of preparing dealers for the coming busy ice cream season?" was the question recently directed by a reporter for this magazine at A. C. Kunkel, Sales Manager of the Breyer Ice Cream Company, with main headquarters in Philadelphia.

Replied Mr. Kunkel: "We have never operated on a seasonal or part-year program in the education of our dealers. For us it is a fifty-two-week proposition, as we do not feel that the dealer can let down at one period and put pressure on in another. The only variation in sales should be that resulting from weather and not from any dealer or manufacturer's effort."

The twin keys to the Breyer sales approach are "repetition and demonstration." Mr. Kunkel noted that "repetition is the basis of all training programs. Our salesmen are properly indoctrinated in promotions and tools for promotions offered by the company. They endeavor continuously to sell one or more ideas on their regular calls on the trade. If the dealer is subjected to a constant barrage of merchandising and promotional ideas, he will sooner or later adopt one or many. As time goes on, and he has the opportunity to evaluate the results of each promotional idea, we feel that he then becomes more of a merchandiser and is more receptive to additional ideas."

In other words, according to Mr. Kunkel, the "proof of the pudding" is in the results.

Promotional ideas really flow from the Breyer executives. Under the heading of "dealer education," campaigns sponsored by the firm in recent months include:

1. *Milk shake program*, with dealers educated to make each drink with a half-pint of ice cream.
2. *Double dipping*. Dealers were shown the favorable effects on business of making sodas, malteds, sundaes, and other fountain items with two dips of ice cream. A special cone promotion called for Breyer dealers to feature a ten-cent cone filled with two #24 scoops of ice cream.
3. *Pint packages*. A bargain price of two pints for sixty-five cents was the basis of a packaged ice cream promotion.
4. *Ice cream cake roll*. Breyer's went out of its way to induce restaurant and luncheonette proprietors to push ice cream cake roll as a dessert.
5. *Tie-in offers*. Two promotions that were sup-



ported enthusiastically by Breyer dealers involved combination offers. In one, dealers were provided with plastic containers to be sold with half-gallons of ice cream. The container was described as "ideal for general refrigerator use" and its regular price was listed as \$2.20 in newspaper advertisements (see accompanying illustration). Both the half-gallon and the container were sold to consumers for the bargain price of \$1.79. Another tie-in campaign featured the distribution of Scoop-Rite dippers with ice cream purchases at an enticing retail price.

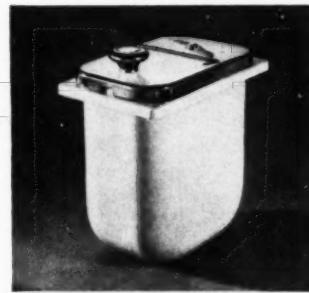
Dealer education, from the Breyer standpoint, does not end with special promotions. Attention is paid, for example, to the problem of instructing dealers in proper fountain procedures. This takes two forms, primarily. One is demonstrations for the benefit of new dealers and new owners. The other is the distributions of printed material containing appropriate information.

The importance of practical cabinet location is emphasized to dealers. Efforts are made to have dealers move their cabinets to store fronts, near check-out counters.

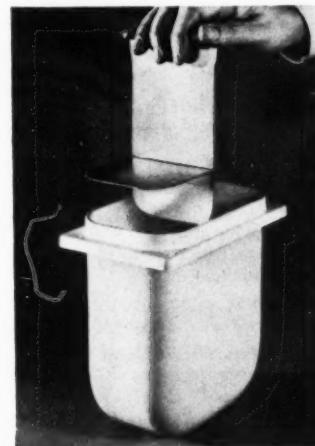
To help the dealers sell the products that are delivered to their stores, Breyer's makes extensive use of point-of-sale posters, signs, and other displays, as well as other advertising media.



Syrup Jar #202J (4 $\frac{5}{8}$ " x 7 $\frac{1}{2}$ " x 10 $\frac{3}{16}$ ") ultra-smooth lustrous surface and wide-curve corners for beauty and easy cleaning.



Crushed Fruit Jar #202C (4 $\frac{5}{8}$ " x 7 $\frac{1}{2}$ " x 7 $\frac{5}{8}$ ") unbelievably resistant to breaking, chipping or cracking.



Spoon Holder #202S with removable stainless steel divider.



*at last!*

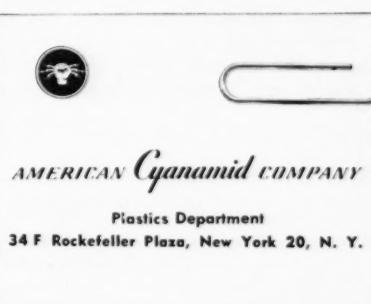
## Syrup jars to sweeten profits!

five-way savings assured by KENCO  
new-type jars molded of MELMAC® plastic

After two years of development work with MELMAC (Cyanamid's melamine-formaldehyde molding compound, well known to the food-dispensing industry in heavy-duty dinnerware) Kenco Products Corporation, one of the largest producers of syrup pumps, is now manufacturing a complete line of syrup jars assuring the following advantages:

1. **PHENOMENAL BREAK-RESISTANCE** . . . Loss, through breaking, shipping or cracking drastically reduced.
2. **LIGHTWEIGHT** . . . MELMAC jars weigh 1.8 pounds, porcelain jars, 6 pounds. This means great reduction in packing and shipping costs.
3. **EASIER, SAFER TO HANDLE AND CLEAN** . . . thanks to extreme lightness and break-resistance, generously curved corners and absolutely smooth cavity surface. No jagged edges or sharp corners to retain food particles. (Approved by leading health and sanitation authorities.)
4. **UNIFORMITY** . . . precision molding assures uniformity to within .010 inch. Result: pump covers fit closely, eliminating need for filler strips to protect refrigeration.
5. **STANDARDIZATION** . . . designed to be interchangeable with No. 596 porcelain jars and No. 569 stainless steel. Will fit all Kenco No. 202 series of stainless steel pumps.

**NOTE:** For complete information about these jars please get in touch with Kenco Products Corporation, 329 E. 28th Street, New York 16, N. Y.



In Canada: North American Cyanamid Limited, Royal Bank Building, Toronto, Ontario, Canada.



## Tapping A New Market

**I**N SELLING ice cream through vending machines, I learned very quickly that to keep sales always on the upward trend, I must offer to the consuming public a variety of items, not only in flavors but also in items. I am constantly planning and working to have produced for me different items that can be merchandised profitably through an automatic ice cream merchandising machine.

I am convinced that the present day market needs a proper vending machine and the items to sell are stick confections and/or ice cream sandwiches. I have learned that I am not in competition with any ice cream company or any type of ice cream selling, because I am tapping an entirely new market—achieving a new type of impulse sales.

To sell ice cream through vending machines you must have locations for these machines, and there are countless ways to go about getting these locations.

First of all and no doubt the best way is by direct contact with plant management or Post Exchange personnel. Second, our advertising in our local newspapers builds up to getting the employees to go to plant management and request the machines. We also use the ice cream manufacturer's sales force and pay salesmen a bonus for getting us the locations. We team up with the operators of other types of vending machines (such

as candy, soft drinks, milk and cigarettes) to offer "package deals" to plants and camps. "A package deal" means to supply all the food and beverages consumed out of vending machines. Each and every location presents an entirely different problem and you must be flexible in order to meet them all.

Would you have believed ten years ago that one day you would be selling ice cream to a man in an industrial plant while he was working at his lathe, or knitting machine, or drill press? Would you have thought that you could sell ice cream to G. I. Joe in his Day Room without his going to the Post Exchange? Would you have thought you could sell ice cream to college students between their classes in the hallways? Would you have thought you could sell to these people at 8:00 A. M., at 11:00 A. M., at 4:00 P. M., at 12 midnight and do the selling with the same silent salesman on a twenty-four-hour basis and not have to pay him for his long hours of work?

That is what an ice cream vending machine can do for you, properly located. This silent salesman actually works in proportion to the number of people who have access to the machine. The number of people required to make this machine a profitable location is another problem.

When we first started searching for proper locations we were amazed at the figures given us by other types of vending machine operators as to the number of people required to support different types of vending machines. However, we found that what was true of one location did not necessarily hold true in another. After a great deal of careful study and experimenting we found that in one location with fifty people employed we were doing a larger business than in other locations with three times the number of people em-

(Continued on page 83)

BY MELVIN WAINER

*Pony Boy Ice Cream Company  
Lancaster, Pennsylvania*



it tastes  
better  
that way!

Nature turns out some pretty lovely things, quite tasty in their own right, but nothing so wonderful that it isn't enhanced by a little man-made magic!

That's the way it is with Mixevan Powdered Vanilla flavoring.

Michael's has gathered the finest vanilla beans from far-off shores and blended them together to the height of their natural goodness . . . then . . . by adding just a touch of vanillin . . . has accentuated the flavor and imbued it with a tantalizing, subtle taste that's irresistible.

That's why ice creams made with Mixevan Powdered Vanilla are so consistently delicious.

America's Flavorite

## Michael's Mixevan

The Powdered Vanilla with the Locked-In Flavor

**DAVID MICHAEL & CO., Inc.**

*Half a Century in the Flavoring Field*

**3743-63 D STREET • PHILADELPHIA 24, PA.**

For further information and prices see our representative or write direct



## "PARFAIT BOON TO

ADVERTISING budgets of ice cream manufacturers across the country will be the beneficiaries this summer of a "windfall" exceeding \$1,000,000 to be allocated to the promotion of "a new way to serve ice cream."

That's the amount allocated by Pillsbury Mills, Inc. and General Foods Corporation to publicize the "ice cream parfait pie" via major advertisements in thirteen magazines, five television network shows and six radio programs.

In addition, editorial mentions of the new creation are scheduled in the country's most prominent newspapers and consumer and trade magazines.

Since ice cream is a basic ingredient in the "parfait pie," and since local newspaper tie-ins involving Pillsbury, General Foods and ice cream concerns are anticipated, gallonage is expected to receive an unprecedented series of "booster shots."

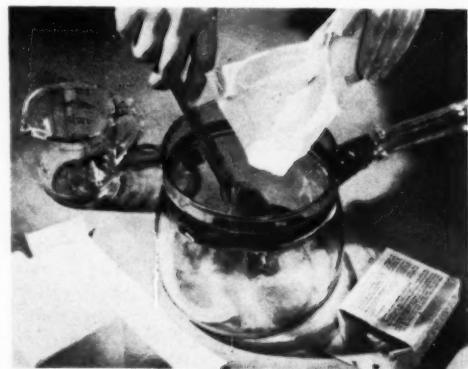
The pie is a product of the Ann Pillsbury Home Service Center staff. It combines a flaky pie crust and fruit-flavored gelatin, fresh fruit and ice cream.

Actually, the innovation represents an entire family of pies. The potential combinations of ice cream, fruit or juice and fruit-flavored gelatin mount into the hundreds. The array of possible colors is close to infinite—lemon yellow, lime green, strawberry pink, peach, and raspberry are but a few examples.

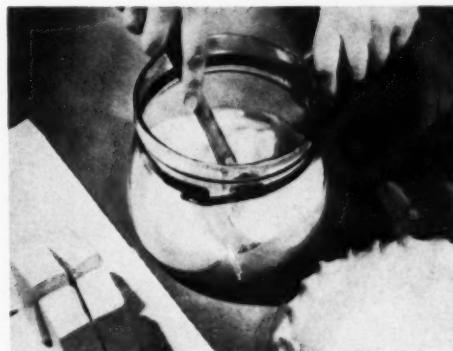
With this year's crop of strawberries appearing on the market about this time, emphasis is being placed on a strawberry parfait pie. To produce an eight- or nine-inch pie, the housewife first sifts together one cup of Pillsbury's flour and one-half teaspoon of salt. One-third cup of shortening is cut in until the particles are the size of small peas. Then she sprinkles two to three



FIRST STEP in making new parfait pie is illustrated above. A flaky pie shell, baked, is the first essential material. While shell is cooling, housewife can boil water and add fruit-flavored gelatin (see photo, below). For next step, see photo at top of page 45.



# PIE" SEEN AS 1952 PROFITS



THIRD STEP in preparing parfait pie involves the addition of a pint of ice cream to the hot liquid (photo, above). The ice cream should be cut into pieces and inserted. The mixture then should be stirred, and chilled until thickened but not set. The mixture will form slight mounds when it is ready for the next ingredient (photo, below). This is the fresh fruit—in this case, strawberries.

tablespoons of milk over the mixture, tossing lightly with a fork until the dough is moist enough to hold together. The mixture then is formed into a ball.

The housewife then rolls out the mixture on a floured pastry cloth or board, making an eleven-inch circle. (A ten-inch circle suffices for an eight-inch pie.) The pastry is fitted loosely into a piepan, and the edge is folded to form a standing rim, and fluted. The crust then is pricked with a fork, and baked in a hot oven (425 F.) for ten to twelve minutes.

## One Pint of Ice Cream

While the crust is cooling, or even before, the housewife heats about one cup of water to boiling, using a two-quart saucepan. One package of Jell-o then is added, and the mixture is stirred. The housewife then places one pint of ice cream, cut into small pieces, in the hot liquid, stirring immediately until thoroughly dissolved. The mixture is chilled until thickened but not set, about fifteen to twenty minutes.

Then the strawberries are folded into the cooled mixture, after which the ingredients are poured into the cooled, baked pie shell. The pie then is returned to the refrigerator to be chilled until firm (about twenty to twenty-five minutes). Prior to serving, the housewife may top with whipped cream and additional berries, if desired.

Variations on this recipe were suggested to ICE CREAM FIELD by an executive of Pillsbury Mills. He cited, among others: 1) Jell-o plus vanilla ice cream plus frozen raspberries, 2) Lemon Jell-o plus apricot puree plus vanilla ice cream, 3) Lime Jell-o plus vanilla

(Continued on page 86)



FINISHING TOUCHES may be applied after the mixture is poured into the cooled pie shell (photo, below). A topping of whipped cream and/or additional fruit may be added before the completed parfait pie is returned to the refrigerator for final chilling prior to serving.





INSULATED BAGS, featured prominently at the point-of-purchase, will help sell ice cream during the Ice Cream Festival.

## Food Concerns Tie In With Ice Cream

ONE OF THE most fashionable weddings in American society—the marriage of the dairy industry to related food manufacturers and retail food stores—is being celebrated this month and in June with a total of close to 760,000,000 "congratulatory messages" anticipated.

This two-month Milk and Ice Cream Festival will be publicized by means of magazine advertising, newspaper editorial features, radio and television shows, outdoor posters and point-of-sale materials. Promotion has been so arranged that every family in America will be informed about the event nineteen times. Appropriate messages will reach television audiences of 102,795,000 persons, radio audiences of 379,617,000 listeners, and 276,713,448 readers of the nation's magazines and newspapers.

Ice cream manufacturers will be able to participate in this vast promotional program by mapping out individual and tie-in sales programs, keying their advertising to the Ice Cream Festival, and merchandising the nationally publicized product combinations.

Perhaps the most prominent factor in the 1952 related selling campaign will be the new ice cream "par-

fait pie" developed by Pillsbury Mills and General Foods in conjunction with the ice cream industry. Point-of-sale material featuring the three basic ingredients—baking flour, Jell-o, and ice cream—has been prepared in an unprecedented quantity. A full-length article on the ice cream "parfait pie" appears elsewhere in this issue.

In all, seventeen national food organizations will spotlight the use of milk and ice cream with their products in national advertising during the sixty-day campaign.

Typical will be the advertising program of the Nestle Company. This concern has prepared point-of-sale material which calls attention to the use of semi-sweet chocolate morsels to be used by the housewife in making a fudge sauce for ice cream. A full-color advertisement in the June 17 issue of *Look Magazine* which features toll house cookies and ice cream also is scheduled, and this advertisement has been reproduced on an easel card for point-of-sale use near ice cream cabinets.

From mid-May through June, the Nestle sales force will be arranging promotions featuring the chocolate



CHOCOLATE COOKIES will be combined with ice cream in point-of-sale advertising this summer. Typical is the poster reproduced here.

# SAVED

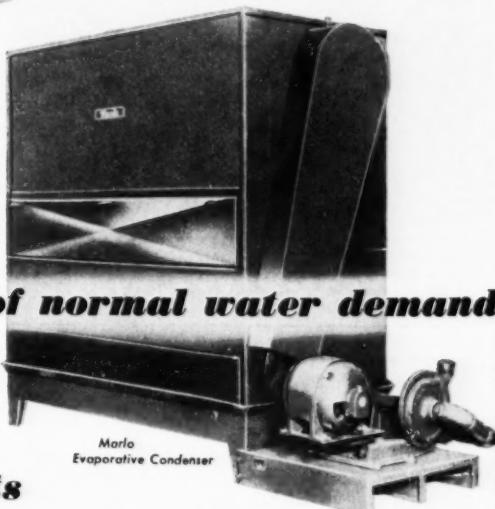
*day after day...*

**up to 95%...**



**...of normal water demand**

**with Marlo cooling units**



**Engineered for more efficient re-cycle cooling, Marlo Evaporative Condensers and Cooling Towers cut cooling water consumption up to 95%—a substantial and steady saving your clients can count on . . . just one of the big Marlo economies.**

**Other Marlo features that mean better installations for you . . .**

**Durability . . .** Marlo Units last longer—with all galvanized construction that resists corrosion.

**Quietness . . .** Sound-deadening interiors, silent V-belt drive assure low noise-level operation.

**Compactness . . .** Marlo Units are installed easily—with minimum expense.

**Accessibility . . .** for fast, simple, economical servicing.

**Write for complete details on Marlo Evaporative Condensers and Cooling Towers.**

**MARLO-HEAT TRANSFER**  
Since 1912

**Marlo COIL CO. • 6135 Manchester Rd. • St. Louis 10, Mo.**



SEMI-SWEET MORSELS of chocolate will be featured in Ice Cream Festival advertising as basic ingredient in chocolate fudge sundae topping and in toll house cookies, to be eaten with ice cream.

morsels and ice cream. The concern is "anxious to work just as closely as possible with ice cream manufacturers," according to T. A. Fowler of the Grocery Products Sales Department.

For the past few years, Penick and Ford, Ltd., manufacturer of Vermont Maid syrup, has publicized the use of its product with ice cream. This year, the firm has embarked on an extensive program to promote this combination. Advertisements have been published in such magazines as *Ladies Home Journal*, *Woman's Day*, *Better Living*, and others.

In addition to this advertising, the concern is distributing a sizable quantity of attractive point-of-sale material which features Vermont Maid syrup on ice cream, according to E. J. Fitzgerald, advertising executive. These cards are available to any ice cream company that wishes to tie in with the syrup manufacturer.

#### Paper Doilies Tie In

Sales of milk and ice cream products will receive advertising and merchandising cooperation this summer from the Royal Lace Paper Works, Inc., makers of paper doilies. In its national consumer magazine advertising in leading women's service and romance publications, as well as in Sunday supplements, this concern will illustrate the serving of milk and ice cream drinks and desserts with paper doily coasters and plate liners.

Tie-in displays at the point-of-purchase also have been scheduled. The company urges dairy product advertisers to give a "stage setting" to food shown in advertising and promotional displays by illustrating these products on paper doilies.

The Processed Apples Institute, Inc. is participating in the Ice Cream Festival by promoting a tie-in of ice cream with ready-prepared apple sauce, apple slices and apple juice. Many recipes have been developed. Food

editors on large city dailies and other publication representatives will receive publicity material including recipes and photographs of new ice cream-apple combinations. Scripts on the same theme will go to more than 1000 radio commentators and television home-making shows.

Some apple processors are planning store displays of apple products and ice cream. These displays are expected to be installed in grocery stores, drug stores, and similar retail outlets.

#### Grape Juice Combinations

Consumer-tested recipes featuring frozen grape juice and ice cream, will be publicized this summer by the Welch Grape Juice Company. Typical recipes include the Grape Royal Sundae (vanilla ice cream topped with undiluted frozen grape juice concentrate), Grape Royal Ice Cream Soda, and combinations of ice cream, cake and grape juice. Plastic transparencies for ice cream cabinets will be used, as well as other point-of-purchase materials, and these will be available to ice cream manufacturers and fountain operators through local Welch representatives.

The aforementioned sundae was tested last year in 2000 stores of one of the nation's largest grocery chains, with as much as 300 per cent increases in the

(Continued on page 86)

GRAPE JUICE frozen concentrates (undiluted) will be advertised as sundae topping during the 1952 Ice Cream Festival.



ICE CREAM FIELD, May 1952





# "Candidate" Seeks Food Store Vote

**I**N an election year that has candidates popping out from every bush, a relative newcomer in the People's Finest Foods Party has grabbed the grocery spotlight and is bidding for nomination as "The People's Choice."

When 35,000,000 housewives do their food shopping this week end, they will be wearing election buttons (invisible to all but alert food store operators) that proclaim, "I Like Ice Cream." And they do! Two pints of ice cream for every household in America will be purchased this week and every week. Many a food store manager would give his Christmas bonus to learn how to capture those two pints for every family in his trading area, but now, thanks to the Paraffined Carton Research Council, he can learn the secret in twenty minutes and not only keep his bonus but build it bigger for '52.

## New Slide Film

In a new sound slide film in color, the Council has incorporated results of marketing studies that show, step by step, the technique that has given the film its name, "Selling Ice Cream in Food Stores." The principles are those which rocketed the volume of ice cream sold in one group of West Coast stores to a store average of 15,000 gallons a year! Ice cream manufacturers may arrange with the Council to show the film to food retailers.

Plank No. 1 in the platform of this popular food is that it possesses a group of natural profit assets worth exploiting. The margin on ice cream properly merchandised as a food averages twenty to thirty per cent instead of the fifteen to eighteen per cent aver-

age of all other items sold in combination food stores. Its turnover rate is fifty-two times a year compared with the 13.5 times average of all other items. An ice cream display that occupies one per cent of total floor space will account for three per cent of sales revenue and 4½ per cent of the gross profit. Conclusion: This candidate packs a victorious gross earnings wallop of 1300 per cent—a \$50 investment returns \$650!

## Sales Psychology

Plank No. 2 concerns sales psychology. Since three out of every five purchases of ice cream are made on impulse, the objective is to awaken the desire that accounts for most of the sales.

Look first to the condition, the flexibility, and also to the position, of the ice cream display case. The case should be one that displays a maximum of product.

A superstructure should be added to the case and used to display large colored pictures of product and price markers as well as to give shelf room to cones, nuts, and toppings by way of showing a well-rounded and complete department.

The case itself should be located to take greatest advantage of impulse selling ideas. At the check-out is ideal to catch the shopper's last-minute thoughts. Another excellent location, depending on the season, is the produce department where the case can be surrounded with displays of fruits that excite interest in a variety of ice cream dishes.

Related selling can be extended far beyond the fruit counter. Ice cream is the natural accompaniment of

(Continued on page 87)

*Successful*

**FOUNTAIN-  
LUNCHEONETTES  
and  
ICE CREAM STORES**

*Just Don't Happen  
-THEY ARE PLANNED!*



Holly Grill, Grand Rapids, Mich.

*Let us  
Develop your  
Plans*

**GRAND  
RAPIDS  
CABINET  
COMPANY**

427 ALABAMA ST., GRAND RAPIDS, MICH.

GRC are the outstanding leaders in planning, designing, developing and equipping complete ice cream stores, drug store and restaurant luncheonettes and various other types of fountain operations. You can assure yourself the ultimate in low operating costs, fast service and rapid turn-over by letting us help you develop your plans. Drop us a line.





# VIRGINIA DARE

#### VANILLA #7 PURE—

The trend is towards pure vanilla — and the trend for the best in pure vanilla is towards Virginia Dare's #7. Well aged — smooth — this blend of the finest Mexican and Bourbon beans is your magic formula for the finest Vanilla Ice Cream in Town!"

#### THREE STAR ESSENCE—

Queen of Compounds—mellow, rounded, and Aromatic delicate, fruity, character of Pure Vanilla intensified to make a compound that combines quality with economy.

Also a Complete Range of  
Vanilla Compounds  
and Concentrates



Representatives in Principal Cities

**VIRGINIA DARE**  
EXTRACT CO., Inc.  
Bush Terminal Building No. 10  
Brooklyn 32, New York

ICE CREAM FIELD, May 1952

# Production

u

o

i

p

o

o

o



THE CONTINUED expansion of the line of ice cream products necessary to remain in a good competitive situation has created many problems, all the way from the manufacturer's production department to the dealer's cabinet. Not the least is the problem of how to carry so many different items on route trucks and have them readily accessible to the route man.

Our problem at Pioneer is substantial in this respect in that we operate routes in suburban areas carrying as many as five different brand lines. In our area of operations we have been faced with the problem of a shorter work week for our route men, and the need for removing all factors causing lost time became a must.

We found that many times customers were not able to purchase from the driver all the items they wanted because the item was buried in the truck and the driver either did not know it was there or did not have the

# BORDEN CO.

time to dig for it. We also found that many times it was necessary to unload part of the load onto the sidewalk in order to reach some slow moving item. This naturally is a very bad thing to do, especially in summer. Exposure of ice cream to the outside heat caused deterioration of quality and there was a great loss of refrigeration within the truck body, not to mention a considerable change in the route man's mental attitude and desire to do a good selling job.

We also found that many times certain items would get buried in the truck for a considerable length of time until, when it was finally sold, it was a product of inferior quality.

For several years we have recognized the fact that the design of the conventional ice cream route truck, with two or three compartments and a door for each compartment, was not for us the most practical and certainly did not lessen our problem. For a number of years we have been trying to solve the problem with larger bodies. Larger bodies, while helping by increasing capacity, created a new problem. It now became impossible to reach items in certain parts of the compartment without the driver crawling up into the truck. This is not practical due to the small size of the doors. Increasing the size of the compartments also created the possibility of damaged merchandise because it had to be stacked too high and unless the entire load was leveled off, quick stops would topple piles over.

We had reached the point that every time new items were announced, or even thought of, all of our delivery men would groan.

After studying the problem for some time and discussing it with the route men, loaders, delivery superintendents and route supervisors, we came to the conclusion that something had to be changed in the design of our truck bodies to accomplish three things:

BY GLENN PATTERSON

*Borden Company's Pioneer Division  
New York City*

# USES WALK-IN TRUCKS

1. Improve accessibility to expanded line of merchandise.
2. Increase capacity.
3. Improve loading time of trucks.

It appeared that the one way to do this was to apply the walk-in, center aisle feature, using a van type, forward drive truck. Working in conjunction with Carl Lawson, our automotive superintendent and A. Tomlinson, a route supervisor, we designed such a truck. First, Mr. Tomlinson made a scale model using a scale of four inches to one foot. The model was complete except for the roof. This was left open so we could work out the shelf detail and determine the size of the truck based upon the capacity we wanted. Scale models were made up of all the various packages we carry and after trying a number of different layouts, we settled upon one which looked to be the most practical. From this scale model the plans for the first experimental job were drawn.

Using this approach to the problem proved to be sound since the only change from the original experimental job was the elimination of the rear door. We found this to be of no value and rarely used, so it was eliminated in all new jobs.

## Skepticism At First

The new truck, when finally completed, was looked upon with much skepticism by most of the delivery personnel. It was quite a radical departure from the conventional design and many things were predicted of it — practically all bad!

The truck was given to one of our top route men at our Brooklyn plant, and Mr. Tomlinson went with him for several days. Even after the first day's operation it was evident that this new design went a long way toward solving our problem. Both the route man and the supervisor were enthusiastic in their praise of the truck.

They found that by going inside the truck, orders could be made up very simply and quickly from the neatly arranged piles on the shelves. Orders were made up on the floor of the truck, just inside the small door on the right side of the truck. After the order was completed the driver went outside the truck, opened the small side door and removed the order. Small orders could be carried out through the cab door.

## *topic of the month*

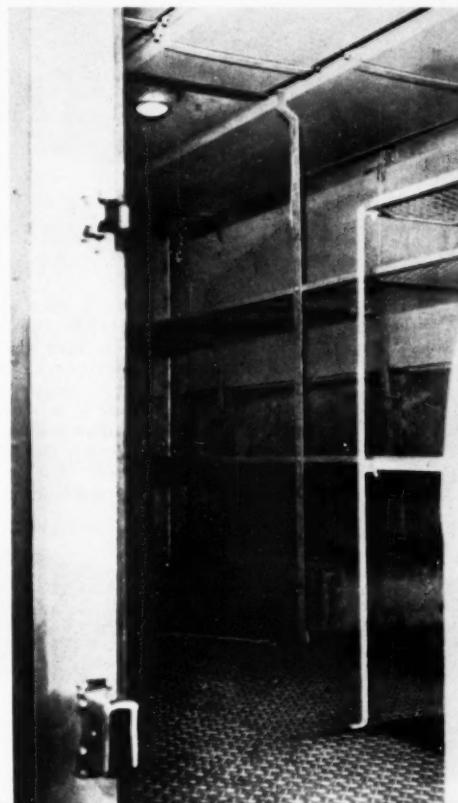
Word soon got around that the truck has possibilities and we decided to give it to a number of different drivers for a week at a time. The results were the same as with the first man, and after it was firmly established that the design was practical and that no major changes needed to be made, the truck was put on a permanent route.

After several months of operation it was evident that our new design was practical and the decision was made to build all new bodies of this design. Fifteen

---

INTERIOR VIEW of the refrigerated body of the Pioneer Ice Cream Division's new walk in delivery vehicle, looking in from the front cab door, is shown here.

---



new units were ordered of which six are already in service with the remainder to be in service by early summer.

Advantages this new design affords include, in our opinion:

1. Greater accessibility to expanded line of products.

(a) Eliminates loss of sales through driver not being able to reach certain products or not being able to find certain items. (b) Orders are made up faster, saving serving time.

2. Better turnover of load, eliminating items being buried on the truck for a period of time causing deterioration of quality.

3. Less damaging of goods since all items are carried in neat piles on shelves instead of being stacked in a heap.

4. Spot inventory can be taken by driver very easily several times during the day to see how his stock is running.

5. Less driver fatigue, keeps driver in a better frame of mind, which in turn encourages him to do a better selling job and improve customer relations. (a) Drivers using the new trucks say that they are much less tired at the end of the day than with the old truck. (b) On rainy days, which are always very unpleasant for

drivers, the new truck affords protection from the weather in making up orders.

We have mounted our bodies on parcel delivery chassis each of which has a weight of 4650 pounds. The body, complete with refrigeration unit and freeze plates weighs 7000 pounds.

#### Refrigeration Units

Refrigeration is supplied by a two H.P. Copelametic unit and Dole freeze plates. Two plates measuring 24" x 120" x 1 1/2" are placed on the ceiling of the body at each side of the truck. Between the two full length plates, also on the ceiling at the front of the truck, is one small plate measuring 18" x 54" x 1 1/4". On each side wall there is a plate near the top of the truck measuring 30" x 120" x 1 1/2". With the shelves in the body made of expanded steel to improve circulation and through the use of wooden floor racks under the shelves, we have found the refrigeration and holding qualities of the truck have been excellent. Temperature can be brought down to -20 degrees and after a full day's work on the route will still test below zero. Refrigeration loss due to opening doors in serving routes has been cut sharply.

For insulation of the body we have used in the roof, seven inches of  $\frac{1}{4}$ -pound density Ultralite glass; in

## REAL PEACH FLAVOR . . . with ALPHA PEACH PACK



FREE ADVERTISING MATERIAL  
AVAILABLE

Here is a peach base that captures that elusive natural fresh peach flavor. With Alpha's Peach Pack, you will make the most delicious peach ice cream you have ever tasted. Regular users say it makes their peach ice cream sales grow each year! Try it and increase YOUR PEACH ice cream sales.

Use as is in regular size fruit pieces either in batch freezer or through fruit feeder. Or use PEACH PACK PUREE in your flavor tank to go directly through continuous freezer. (Please specify which type is desired.) One #10 tin provides sufficient fruit flavor and color for 7 1/2 to 10 gals. ice cream mix.

WRITE FOR FULL DETAILS

# Need "home" gallonage?



## Try this for size!

Summer is made for picnics. So is ice cream. That's why Marathon's  $\frac{1}{2}$ -Gallon Linerless Carton will increase your gallonage without taking away from regular sales. Customers like its economy and convenience. It is made for storage . . . always ready for a spur-of-the-moment picnic or party. Wide opening cover is handy for serving . . . easily reclosed for storage. It is also ideal for your institutional trade.

From your standpoint the  $\frac{1}{2}$ -Gallon Linerless is engineered for economy of production. It's designed for fast set-up, filling and closure. Pure white, heavy board. Flat surfaces give maximum display of your brand name and sales promoting designs. It is a proved gallonage builder. See your Marathon representative or write Marathon Corporation, Menasha, Wisconsin.



**Marathon**  
packaging that sells food

## topic of the month

the walls, five inches of  $\frac{1}{4}$ -pound density Ultralite glass; and in the floor, five inches of Onazote.

Two shelves run the entire length of the left hand side of the truck, across the back, up the right side of the truck to the small door. The shelves also extend across the front of the truck to the door opening into the cab. There is 5 feet 8 and one-half inches of headroom in the aisle of the truck, allowing the average sized driver to enter the truck without stooping. The aisle space is twenty-seven inches wide.

### Loading the Truck

In the original model, a full length door was put in the rear. In all new models, as shown in the accompanying photographs, these doors have been eliminated because we found it more practical to load through small side doors. A small section of gravity conveyor can be run from the platform through the door or the ice cream can be passed through the door to the loader inside the truck. At all of our large plants, route trucks are loaded by loaders during the light, and no matter what pattern is followed in placing the load

on the truck, the driver has no difficulty in finding every item.

Concerning capacity, we are able to put an average mixed route load, consisting of bulk, packages, novelties and specialties, which would fill a 1200-gallon body to the doors, entirely upon the shelves. Several hundred more gallons can be placed in the aisle toward the rear of the truck and still have everything readily accessible.

### "Great Step Forward"

We have equipped the cab with a conventional door on the left side of the truck. On the right side, we placed a jack-knife type door which can be left open while serving the route.

I can say that everyone connected with the development of this new design is happy over the results achieved. We are sure that this is a great step forward toward solving the problem of carrying a greater variety of products and look forward to the time when our entire fleet will be made up of trucks of this design.

Our experimental truck as well as a number of the new units, were built by Franklin Body and Equipment Company. The balance of the new bodies was provided by Amerio Refrigerating Equipment Company.

# mojonnier CONVEYOR Saves Labor In Hardening Room



Mojonnier Conveyor in hardening room of large eastern plant.

A good conveyor system reduces hardening room labor costs by increasing the volume and variety of items that one man can stack and load out. Mojonnier conveyors are especially well adapted to labor saving, because they take short radius curves without extra power units or transfer devices, and permit a combination of several separate lines into one line for loading out. This means more effective use of floor space and less manual handling.

And Mojonnier Conveyors have the plus construction values needed in sub-zero operating conditions. They run with a minimum of lubrication, take the heaviest of accumulated loads, and are designed for convenient servicing. Send for detailed information about Mojonnier hardening room conveyors. Write for Bulletin 190 today.

**MOJONNIER BROS. CO.**  
4601 West Ohio Street, Chicago 44, Illinois

**mojonnier**  
POWER CONVEYOR SYSTEMS

Other Mojonnier Products for the Ice Cream Industry include: VACUUM PANS • TESTERS • GOLD-HEATERS • BALANCE LINKS • TUBULAR COOLERS • CASE WASHERS • COMPACT COOLERS • FILLERS • EVAPORATORS • INTERNAL TUBE RUN TESTERS • BULK COOLERS • OVER-CHEESE KETTLES • CULTURE CONTROLLERS • BUTTER PRINT SCALES

good!  
good!  
good!



**JOHNSTON GENUINE CHOCOLATE  
COATING AND CHOCOLATE FUDGE  
MAKE EVEN THE FINEST ICE  
CREAM BETTER!**

Quality tells the story when you use rich, pure chocolate made to Johnston exacting standards. For instance, there's uniformity and the kind of high yield that pays off in man-sized profits. Yes, to make *your* ice cream better than ever — make your chocolate choice Johnston.

**ROBERT A. JOHNSTON COMPANY**  
Chocolate and Cocoa Division  
Milwaukee, Wisconsin • Hillside, New Jersey





TRANSPORTATION EFFICIENCY is effected by Brown's Velvet Ice Cream Company by maintaining its own gas pumps (top photo) and repair department. Routine service checks are performed once a week.

## **Brown's Velvet Studies Daily Delivery Costs**

BY DAVID MARKSTEIN

**A.**E. HABER believes that unless an ice cream plant is careful to plan its routes — and check the plans continually — then check its costs on a day to day basis, delivery costs can quickly run away with ice cream profits. "Even with care and planning," he points out, "delivery costs in the ice cream business run almost half the manufacturing costs. Every item costs more. That's why we have instituted new routing plans, and a continuing cost check system."

Mr. Haber is Sales Manager of Brown's Velvet Ice Cream Company, Inc., New Orleans, Louisiana. He has charge not only of selling, but of the mechanical methods used to sell — delivery. He has undertaken two steps to consolidate routes, reduce unprofitable stops, and check (and where possible, reduce) delivery costs:

1. *Elimination of unprofitable stops.* "Some retailers," he notes, "buy so little that any profit in their purchases is eaten up by the cost of getting those purchases into their cabinets. Now it is not an easy thing to decide that a retailer — maybe one with whom you've had long, friendly business relations — is no longer to be a customer. But in these high cost days, the alternative is to decide that you're going to continue losing money week after week and month after month, merely for old times' sake, with no end to the losses in sight. The latter course is pure foolishness. Understand, of course, that before we dropped any account, we made strong, and in many cases successful, efforts to make him into a better retailer whose orders would be worth handling.

"Once the rule was set, we stuck to it," Sales Manager Haber says. "Moreover, we keep careful monthly records by account to show how purchases are going. If they're dropping toward a rate below the minimum, we know that danger might lie ahead with that account."

Why not service an account when a truck might be a mere two or three blocks away? "Gas costs, and time costs, not to mention wear and tear on the trucks," Mr. Haber notes. "The time, wear and tear, and gas consumption put into an unprofitable stop might well

# Do you want to preserve the BULK of your business?



the **BULK** of your business consists, of course, of **BULK** ice cream served at the soda fountain.

this is a separate and distinct market from package ice cream which caters to new consumer habits through grocery chains and other open-counter outlets. There is no need to sacrifice one market to gain the other!



the **BULK** of your business was built . . . and continues to depend . . . upon the soda fountain. Are you safeguarding your interests there today?

Published in  
the interest of  
the Ice Cream  
Industry by

**MORRIS PAPER MILLS** 135 SOUTH LA SALLE ST., CHICAGO 3, ILL.

**NATIONAL FOLDING BOX CO.** NEW HAVEN, CONNECTICUT

Manufacturers and Distributors of **MORRIS** LOCK <sup>TOP</sup> **PAPER CANS**

produce more volume, more profit and a decrease in delivery costs if used on a bigger volume account."

2. *Scheduling of route stops.* Here again, a planned schedule has been set up. Retail and institutional accounts have been separated into three groups. Group one — the big buyers — gets three times a week delivery. Accounts using less ice cream get delivery twice a week. The smaller accounts which are only slightly above the minimum per-year purchase floor get delivery once each week.

As a result, drivers are able to deliver a fairly constant quantity of ice cream at all their stops, and stops which would not have paid on a volume basis if serviced three times a week are still profitable when serviced twice — or once.

In country areas outside metropolitan New Orleans, Brown's has planned a different route set-up which, like the city plan, is selective by types of retailers.

There, Brown's Velvet Ice Cream Company trucks make two deliveries a week to the bigger retail accounts, one a week to the small fellows. In winter months, this is cut to once a week for all accounts, while city deliveries are constant the year around.

The scheme has enabled the plant to operate on five-day-a-week schedules for each truck, over the full six-day period. And that, in turn, leads to another



TRUCK MAINTENANCE department at Brown's Velvet Ice Cream Company handles paint and metal work as well as other duties.

operating economy. For with each truck going out only five of the six days in the working week, there is opportunity for shop work and maintenance without making disruptions in deliveries or planned scheduling. The route salesmen naturally like the plan since it conserves their selling time, furnishes bigger commissions per stop (they are paid base salary plus commission) and gives them a five- rather than six-day working week.

Brown's Velvet Ice Cream Company, Inc. operates twelve city routes and eighteen country routes. As a further cost-cutting step in country routing, deliveries are made to distribution points in two tractor-trailer trucks, one of 5000 gallons capacity, the other of 3000 gallons. From there, the route trucks pick up their ice cream for local delivery. "This step alone," says Mr. Haber, "has worked out a considerable saving over having all trucks make pick-ups at the New Orleans plant." On the country routes, White trucks of 800-gallon capacity are used. There are twenty of these in Brown's fleet, and fifteen additional 850-gallon trucks are used mainly on the city routes.

#### Company Repair Shops

All maintenance, repair and service work is done in the company's own shops. There is even a carpenter and metal-working shop for body repairs, and a painting shop.

Six mechanics, a foreman, two painters and two metal-wood workers comprise the shop force, with a full time office clerk whose job it is to keep mileage records on every truck for every trip. These are checked daily by Mr. Haber against the fleet averages for continuing cost control. "We even operate our own wrecker for emergencies," Mr. Haber notes. "Doing all of the work, even pumping the gas ourselves, works out for a worthwhile cost saving in a fleet the size of ours."

## NEW SHADOW BOX DISPLAY



EXCEPTIONALLY  
LOW IN PRICE

- ★ The top and photo light up
- ★ Full color "Trans-Photo" Transparency with each unit
- ★ Available with individual name at top on quantity orders
- ★ Special Colorchrome film transparencies made to order showing your package and/or product
- ★ Will pass underwriter tests in every state
- ★ White enamel finish front, all metal housing construction

**MIDDLE WEST DISPLAY & SALES CO.**

1635 W. MELROSE ST.

CHICAGO 13, ILL.

*Don't Let the Best One  
Get Away!*



ORDER A  
DRUM TODAY!

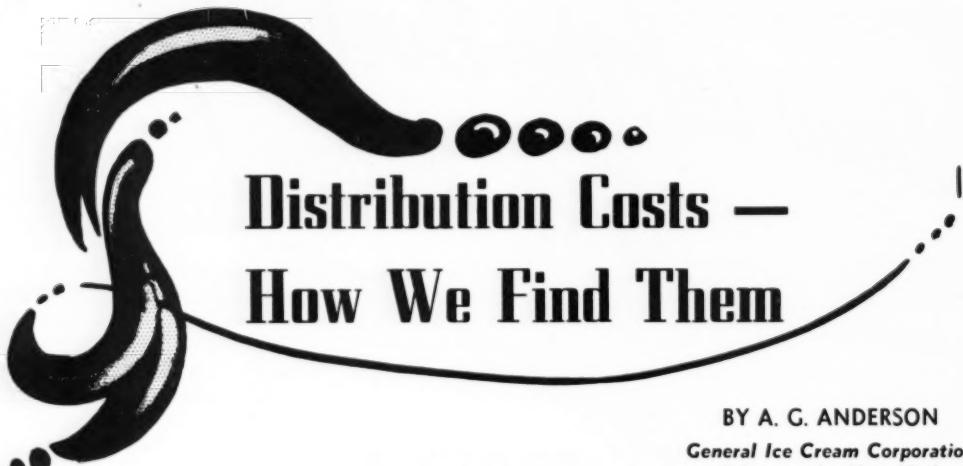
V. C.  
PLUS

THE *Proven*  
ICE CREAM STABILIZER

OUTPERFORMED THEM ALL  
BY ACTUAL PLANT TESTS!

**GERMANTOWN** Manufacturing Company  
5100 LANCASTER AVE., PHILA. 31, PA.

WAREHOUSE STOCKS, PHILADELPHIA, PA.—SAN FRANCISCO, CAL.—PORTLAND, ORE.



## Distribution Costs — How We Find Them

BY A. G. ANDERSON

General Ice Cream Corporation  
Schenectady, New York

OUR company firmly believes in having complete product costs and produces them on a regular routine basis. However, getting the delivered and sold cost of every item in the line is not the whole story. We are not only selling our product—we are also selling service. Part of the sales price of ice cream represents service. The cost of service varies—it varies at different volume levels and varies for different types of customers. In order to have a sound price structure, it is essential to know the costs of service at various volume levels and for different types of customers.

If all of your products were to be sold at the platform for cash and you furnished no cabinets and no point-of-sale advertising, the cost of serving would be a very small figure in comparison with the total manufactured cost of any product. Your sales price would no doubt reflect this and there would be little effect on costs whether a customer's volume were large or small. However, we do deliver, we do furnish cabinets and advertising, we do permit customers to run charge accounts and, in varying degrees, we provide other services for customers.

Most companies today have recognized that the cost of service per unit of sale is less at the high volume levels than for customers of low volume and have a quantity discount scale which varies the rate according to volume. In order to establish such a scale in the first place, it was necessary to go beyond the costing of distribution expense to products and obtain complete profit and loss statements for groups of customers at various volume levels. At intervals, it is wise to make similar studies to check the propriety of the rates in effect to see whether changes in business conditions require adjustments of rates.

Our own studies show quite clearly that up to a point, distribution expenses become progressively less per unit of sale as volume increases. At very low volume per customer, distribution expenses are so high that even the retail price of ice cream would be insufficient to cover both the cost of product and the cost of distribution and, at the wholesale list price, a substantial loss is sustained. This subject has been discussed at length many times in the past and I will leave it with only the comment that there is a level of customer volume below which a satisfactory profit can not be obtained and may even result in an out-of-pocket loss.

Distribution costs per unit come down as volume increases, but the rate of lowering of cost diminishes also and a point is reached when it is impossible to justify any further increase in the rate of rebate. I think it is just as important to recognize that there is a limit to how much rebate can be given for high volume as there is to avoiding a lot of low volume business.

When we make a study to determine the effect of volume on distribution costs, we apply the same basic principle that we use in our regular costing; namely, to charge as much expense as possible on a direct basis and then to collect the remaining expenses into groups, each of which can be satisfactorily allocated by means of some common denominator. Of course, the costs are allocated to customers and some of the bases of distribution are different than those used in regular costing.

For example, in obtaining distribution costs by customers, electric cabinet depreciation becomes a direct charge based on the equipment actually at each stop, with only the depreciation on spare equipment requiring proration.

To get an accurate allocation of some expenses means

# IT PAYS TO BRAND 'EM, PODNER!

Don't sell your ice cream blind! Tell people this is **your** ice cream. Lily\* makes cups and containers with your own trademark . . . brand name . . . or in special designs. It pays!

Branding pays, especially on Lily, because you get smart, striking appearance — the kind of looks that catch the buyer's eye.

Further, Lily Ice Cream Cups are made to give trouble-free operation in filling and handling.

- Uniformly rolled rims mean proper nesting, for correct dispensing on automatic filling equipment.
- Interlocking bottoms give rigidity to withstand rough handling in production and delivery.
- Positive lid seat makes automatic filling simple . . . lid anchors securely . . . furnishes perfect protection.
- Lily provides a complete line . . . Lily cups of 3, 3½, and 4 ounces; Lily containers of 5, 6, 7, 8, and 16 ounces.



LILY-TULIP CUP CORPORATION

122 East 42nd Street, New York 17, New York  
Chicago • Kansas City • Los Angeles • San Francisco • Seattle • Toronto, Canada

\*T.M. Reg. U.S. Pat. Off.



# For smoother, finer-textured ICE CREAM



## DRI-SWEET!

Make a trial batch with OK DRI-SWEET! It proves itself! Enhances flavor. Makes freezing easier. Preserves freezer freshness. Economical.

**OK REGULAR CORN SYRUP**  
**OK HIGH DEXTROSE CORN SYRUP**  
**OK HI-SWEET CORN SYRUP**

• • • •

**AT YOUR SERVICE!** Consult Hubinger's technical laboratories for help with your ice cream production problems. No obligation, of course.

**THE HUBINGER COMPANY**  
**KEOKUK, IOWA • • EST. 1881**

the keeping of fairly complete daily records. Such records usually must be kept for a full year or for enough representative periods throughout the year to eliminate the seasonal factor.

A good example of this is in the case of chauffeurs' wages and truck costs. As we see it, the time spent by a driver at a customer's store is a direct charge to that customer. The time spent by the driver in traveling from stop to stop is not actually direct but, along with the cost of the truck, can be distributed accurately on a per stop basis to the various customers on the route. The remainder of a driver's time, which will consist principally of the time of loading and checking in, can best be distributed to customers along with the time of shippers and checkers, on the basis of the space requirements of the products delivered to each customer.

To get information which will break down a driver's time three ways (that is, stopped time with customers, running time, and loading and checking in time) requires a mechanical device on the truck if accurate results are to be secured. We use a simple twenty-four hour clock, using a round chart. This device has a stylus which is on a pendulum and when the truck is in motion the pendulum swings back and forth from the vibration of the truck, thus inscribing a wide line on the chart. When the truck is standing still, the stylus does not swing back and forth so the line is very fine. With a little practice, it is possible to read the minutes stopped at each customer's store with a very small margin of error and, by having the driver number his stops on a master record, the stopped time can be allocated to specific customers.

Of course, if a driver is held up for any appreciable length of time by a traffic jam or if he makes a coffee or lunch stop, he must write in such stops and number them in their proper sequence. He must also indicate if he has made two calls from one stop and estimate the breakdown of the total stopped time. In this way, stopped time can be detailed and totaled. This total can then be deducted from the total time the truck was out to obtain running time. The remainder of the driver's day is considered loading and checking-in time.

One expense which could be allocated directly to customers is cabinet maintenance. However, our feeling is that this might create distorted results and, instead, we allocate it on the basis of a common denominator. Some customers will have equipment which will require no servicing other than inspection, whereas other customers will have old equipment requiring frequent service calls. A certain amount of equipment will have to be brought in for overhauling and almost certainly will not go back to the same customer. If most of the customers in any given gallonage group happen to have very new or very old equipment, the costs during the study period might be very low or excessively high for that group. To avoid this condition, we make test studies to determine the average annual cost of servicing various sizes of cabinets and compressors, including the

L BANK



## That Is Not the Kind of **INTEREST** We Mean

We are talking about the interest every manufacturer has in his product. His vital interest is in satisfying both old and new customers so that they will buy and buy again.

When the sales of a product depend a great deal on flavor and texture, it is especially important to the manufacturer that each and every supplier furnish exactly the same quality month after month.

Here at Vanilla Laboratories we recognize furnishing uniform quality Vanilla as an obligation to our customers. Yes, when you use our Vanilla, every shipment is positively guaranteed to be exactly alike the year around.

**V**anilla Laboratories, Inc.  
ROCHESTER, N. Y.  
PURES—BLEND—CONCENTRATES—POWDERS

cost of periodic overhauling, and prepare a point table to express these costs relative to each other. Thus, we are able to allocate actual cabinet maintenance costs on a fair basis to all customers.

Another type of expense which is spread to customers on the basis of a common denominator is labor insurance and taxes. After all of the various items of delivery labor have been allocated to customers, the total allocated to each customer provides the basis for distributing social security taxes and compensation insurance.

This type of thinking is applied to all items of distribution expense. Salesmen's activities can be analyzed along lines similar to those described for drivers and their salaries and expenses allocated to customers. A portion of advertising expense is direct. Bad debt expense and legal and collection fees apply only to charge customers as is also the case with the costs of office salaries, stationery and postage in connection with keeping accounts receivable and rendering statements.

When all possible expenses have been charged directly or allocated on a definite basis, there will still be some items of indirect expense which require proration. Almost all of delivery expense is direct or subject to a definite allocation but there will be some selling expense and a fairly large portion of administrative expense which does not seem to lend itself to anything but a general proration.

In order to get a complete profit and loss statement for individual customers and for groups of customers at various volume levels, we feel it is necessary to allocate all of the expenses. The indirect portion of delivery expense we distribute to customers on the same basis as we normally distribute these expenses in our regular costing; that is, on the basis of space requirements of the products delivered.

#### **Selling and Administrative Costs**

In the case of the indirect items of selling and administrative expenses, we feel that if we are going to test the propriety of list prices and quantity discount scales, we should not use dollars of sales either at list or at net as a basis of distribution. Instead, we use dollars of cost already allocated to customers.

In the case of the selling portion, we distribute the indirect portion of selling expense in the same ratio as the direct portion.

In the case of administrative expense, we use dollars of total cost, including cost of products, on the theory that costs for executive salaries, travelling expense, office salaries, printing and stationery, etc., are incurred as staff expenses applicable to all activities of the business—procurement, production and distribution.

The profit and loss accounts which result from a complete allocation of all operating expenses are illuminating. In addition to determining the costs of distribution

at various volume levels for year-around customers for purposes of checking quantity discounts, it is possible to compare year-around business with seasonal business, platform business with ordinary route customers, and to determine fairly accurately the lowest volume which it is profitable to handle for an individual customer.

Previously, I mentioned that studies of this type might also be desirable to check the costs of the various services performed for special types of customers. Such a study may be restricted to only the costs of the services under scrutiny and will not require a complete profit and loss account such as I have just described.

#### **Comparison of Customers**

For example, we recently made some studies to compare the cost of drivers' stopped time for large bulk users, for customers having self-service display cabinets, and for the average other route customer. We found that the stopped time to deliver a given amount of product to a large bulk user was twenty-five per cent less than to deliver the same quantity to a regular dealer, whereas to deliver the same amount to a customer having a self-service display cabinet required twenty-five per cent more time than it would have to a regular dealer.

We are making a study to see how cabinet costs for customers having display cabinets compare with costs for customers having conventional equipment. We know that self-service display cabinets cost substantially more than conventional cabinets of the same capacity. We also feel that they should be depreciated at a faster rate than conventional cabinets. In the first place, they are open all of the time and their contents are being shifted around so there is a substantial loss of refrigeration which places a heavy burden on the compressor and motor. In addition, there is still a high factor of obsolescence due to style changes and technical improvements. The probabilities are that service costs also will run quite high. We feel that a knowledge of the cost of this factor as a part of the total cost of distribution will be valuable.

Variations in this type of costing are almost unlimited. The probabilities are that most companies are doing some of this type of figuring whenever it seems warranted. I think that the more we know about what the various services cost us and what customers of various sizes and kinds are worth to us, the more chance the industry has for having a sound price structure that will yield a reasonable profit under changing conditions.

This article is based on a talk given during the recent convention of the International Association of Ice Cream Manufacturers, held in Detroit, Michigan.



We took the heart of this...

(the butter-rich toffee center of  
our famous Butter Brickle candy bar)

and ground it up like this...

(into a crunchy, delicious  
ice cream flavoring)



so you can make the ice cream that's  
smashing sales records from coast to coast!

wherever



# Butter Brickle\*

is featured

there are 4 big flavors instead of 3!

Available in 27-lb. or 54-lb.  
containers at \$34 per lb., F.O.B.  
Sioux Falls. On orders of 108  
lbs. or more, freight prepaid to  
any point in the U. S.

\*Butter Brickle is a registered trade mark of  
FENN BROS., INC., Sioux Falls, South Dakota

# Funsten's PECANS and EASTERN BLACK WALNUTS Cost You Less!

**FINEST QUALITY ALWAYS**

**"FUNSTENIZED"\*\* Pecans  
and Eastern Black Walnuts  
HAVE THESE ADVANTAGES**

1. Incubation Test:  
Bacteria, Negative; Mold, Negative;  
Insect Larvae, Negative
2. Freshly Shelled
3. Less Pick-Outs
4. Fewer Shrivels
5. Strict Moisture Control
6. Pecans Always Bright
7. Year Round Source of Supply

\*A new process (not heat treated) for  
destroying harmful bacteria and assuring  
true natural flavor the year round.

For prices and terms, write or call your  
local Funsten Broker or write

**R. E. Funsten Company**  
Highest Quality for Over 50 Years  
1515 Delmar Blvd. • St. Louis 3, Missouri

## Transportation Teletype

**topic of the month**

Significant development in ice cream transportation reported by Dean Milk Company. This large Midwest dairy organization has expanded its delivery fleet to accommodate increased demand for its products.



Pictured above is one of the ice cream delivery trucks recently added to the Dean fleet. Built on a White chassis, it's used to distribute packaged ice cream to food stores. Note the cab over engine and compact lines of the body.

Kinnett Dairies, with branches in both Albany and Columbus, Georgia, uses the refrigerated truck pictured below to distribute its ice cream. The company slogan, "It's a food—not a fad," is lettered on the body.



This delivery vehicle has a capacity of 1400 gallons of bulk ice cream. It's equipped with a Batavia refrigeration system. The body is of all steel construction.

Ideal Ice Cream Company reports on the advantages of the Morrison "Carry-All" service body, pictured just below. Features include all-steel construction, underbody bridge-type construction, one-piece side sheets and no corner weldings.



The ice cream firm indicates that it has found a great variety of uses for this unit, including its adaptability to emergency repair work.

A trend toward the use of larger bodies in delivering ice cream is evidenced in a survey recently completed by Robbins and Burke, Inc., manufacturer of refrigerated truck bodies. This concern studied the types of units it manufactured from 1936 to 1950, and found that from 1936 to 1942, 840-gallon bodies constituted only one per cent of its production, and 1050-gallon bodies only two per cent. But from 1942 to 1950, these figures increased to thirty-two per cent and ten per cent, respectively.

Vending-type bodies also increased as a percentage of the truck manufacturer's total output. From 1936 to 1942, forty-four per cent of Robbins and Burke's production consisted of these small units. The figure rose to fifty-three per cent in the years from 1942 to 1950.

The 637-gallon capacity refrigerated body pictured below recently has been added to the delivery fleet of the Land O'Sun Dairies, a Florida company. It uses Freon as a refrigerant, and is equipped with a  $1\frac{1}{2}$  H.P. compressor mounted in the left front skirt and three Hold-over plates mounted in the roof.

This Hackney Bros. creation features three compartments and two doors. Models



ICE CREAM FIELD, May 1952

## the last word in CLEANLINESS



# DIXIE CUPS

...the paper cups everyone knows by name!

**Everyone...everywhere** knows the name Dixie Cup is an assurance of cleanliness. They know Dixies meet all health requirements...are used but once...never touch another person's lips. Whenever ice cream is served in Dixies, it seems to taste better; customers know they're getting clean service when they're served in genuine Dixie Cups!

For the clean service customers demand...for the increased ice cream volume you want...Dixie Cups can't be beat!



"Dixie" is a registered trade mark of the Dixie Cup Company

## DIXIE CUP COMPANY

Easton, Penna., Chicago, Illinois, Darlington, S.C., Ft. Smith, Ark., Anaheim, Calif., Brampton, Canada

che

# Northville

## RIGHT

- **PURE VANILLA CONCENTRATES**
- **COMPOUNDS • FORTIFIED VANILLAS**

A TASTE difference makes a SALES difference. No other ingredient in ice cream wields as much preference creating influence as flavor. But merely using a good grade of vanilla does not necessarily establish your ice cream as the public's favorite. Tastes differ in various sections of the country, and, of course, mixes and quality of ingredients vary from plant to plant. These variables must be taken into consideration when you standardize on a vanilla.

The best way to be sure that you are using the **RIGHT** vanilla is to **CHECK WITH NORTHLVILLE**. Whether your mix requires a concentrate or a compound, whether your trade prefers a pure vanilla or a delicate blend, there is a Northville Vanilla expressly formulated to create a sales winning flavor distinction and satisfy the most discriminating taste.

similar to this one are in use throughout the country.

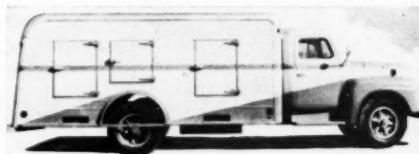
Major ice cream producers have confirmed the use of Coldmobile refrigeration units to maintain low temperatures in delivery vehicles. Each unit is composed of four sections—trunk compressor, plug-in unit, evaporator (cooling) unit, and static condenser.

The compressor, mounted on the truck engine, provides the refrigeration while the truck is in transit and/or whenever the truck engine is running over idling speed. The plug-in unit, mounted under the floor of the body, provides overnight stand-by refrigeration. The evaporator unit, mounted against the inside front wall of the truck body, is equipped with a drip pan to catch and drain away the condensation during defrosting. The static condenser, mounted on the outside front wall of the truck body, over the cab, eliminates the need for fan power (for condensing) since it utilizes the "ram" air effect when the truck is in motion.

On the gloomy side of the transportation picture is the announcement by the Travelers Insurance Company that the most severe accident toll in the nation's history was recorded in 1951. Nearly 2,000,000 casualties were reported last year.

Traffic deaths totaled 37,100, an increase of 1600 over the 1950 mark. The injury count soared to 1,962,600, more than 160,000 over the 1950 figure. The death and injury totals are contained in the insurance company's booklet "Lucky You."

An ice cream manufacturer in Austin, Texas reports that the refrigerated truck body below has been returning to the garage after a day's run with a temperature of ten to fifteen degrees below zero.



Capacity of this model is 1050 gallons of ice cream. It's the Murphy Body Works Met-L-Wood constructed body and is refrigerated with a Kold-Trux unit which gets its power from the propeller shaft of the truck while in motion. An electric motor can be plugged in for night refrigerating.

A hint that "something new in the line of insulated containers" used in distributing ice cream may be unveiled at the Dairy Exposition in Chicago in

Coast to Coast  
the record shows...



*it pays  
to feature  
Almond  
Ice  
Creams!*

**HIGH SALES RATINGS!** A nation-wide survey among ice cream manufacturers indicated 82% of respondents either featured almond flavors or planned to offer them. Reports show that Buttered Almond, Toasted Almond, or other popular almond flavors have climbed to 4th, 3rd, even 2nd place ratings among all flavors.

**READY TO USE!** Blue Diamond buttered-diced-roasted almonds are hand-sorted, sterilized at 310°... developed especially for your needs. Vacuum-packed in 5 and 25 lb. tins, there are no shrinkage, handling, or storage problems.

**NEW PRODUCT, COMPETITIVELY-PRICED!** New "chop-roasted" almonds are excelled in quality only by our diced-roasted and buttered-diced-roasted Blue Diamonds. Write for samples and price details. Ask for free formula booklet.

**BLUE DIAMOND ALMONDS**

CALIFORNIA ALMOND GROWERS EXCHANGE  
Sacramento, California . . . Sales Offices: 100 Hudson St., New York 13, and 221 N. LaSalle, Chicago 1



FLAVOR-  
PERFECTION



SALES-  
PROTECTION

VAN-SAL  
Vanillas

MORE PEOPLE LIKE VAN-SAL

MORE PEOPLE BUY VAN-SAL

Van-Sal is the ice cream industry's most popular vanilla . . . most talked about . . . more widely used . . . best liked. Ice cream manufacturers from coast to coast . . . large and small . . . prefer Van-Sal because: Van-Sal guarantees flavor-perfection and sales-protection. A winning combination that will help you build business and reduce costs. Ask for proof that power-packed Van-Sal will richly flavor more gallons of finished vanilla ice cream.

**S. H. MAHONEY EXTRACT CO.**

*Sally H. Mahoney, Pres.*

221 E. CULLERTON RD. CHICAGO 16, ILL.

September was issued recently by Meese, Inc., manufacturer of insulated shippers.

Meanwhile, the Polk Sanitary Milk Company in Indianapolis has been using insulated shippers while delivering ice cream to consumers on retail milk routes. And the Schlosser Brothers Company in Plymouth, Indiana is using the containers similarly in distributing ice cream on retail bakery routes.

That these insulated containers are finding widespread use in the dairy industry is evidenced by the growing number of dairy manufacturers who adapt them to their operations.

Typical are the Wayne Cheese Company in Clyde, New York, and Cresthaven Farms in Minneapolis, Minnesota. Both report that the use of Can-Pro insulated containers has "worked out well." A Vice President of the Minneapolis dairy firm reports that the containers help his firm to deliver ice cream within an eighty-mile radius in "perfect" condition.

Confirmation of the trend toward increased distribution of ice cream directly to the consumer on retail milk routes is afforded by reports from such dairy firms as Harbisons Dairies, Philadelphia; Oscar Ewing & Sons, Louisville, Kentucky; Brown's Creamery, Detroit; and the Royal Crest Dairy in Dayton, Ohio.

These companies are using "Shamrock" and "Town" containers, with dry ice as the refrigerant. Five to ten pounds of dry ice a day suffice. Housewives more and more are becoming dependent on the route man for products besides milk.

To hold the ice cream at low temperatures while it is being delivered on these retail routes, many ice cream manufacturers are making use of a newly developed Kari-Kold cabinet. Capacity of this unit is thirty gallons of ice cream.

Route men plug in the refrigerating unit at night and the temperature the next morning is twenty degrees below zero. A construction feature of the cabinet enables it to maintain low temperatures for thirty hours in the event that the driver forgets to plug it in. The cabinet requires a space of sixteen by sixty inches in the delivery vehicle.

An alert photographer for this magazine spotted the four ice cream trucks pictured on Page 75 making their rounds in the Pennsylvania market.

The top photo shows a small route truck—capacity 660 gallons—used by the Purity Milk Company of Philipsburg, Pennsylvania. Mechanical refrigeration is used. A large route truck used to deliver Pensupreme ice cream is shown

in the next photo. All-aluminum construction is featured in this refrigerated Penn Dairies body. The next photo shows a typical vending body as used by the Punch and Judy street selling concern. Another large all-aluminum route truck, as used by Sylvan Seal Milk, Inc., Philadelphia, is shown in the bottom photo. With a capacity of 1600 gallons, this body is refrigerated with Hold-over plates and compressor set in side skirting.



Refrigerated body by Schnabel



Refrigerated body by Harry & Bally



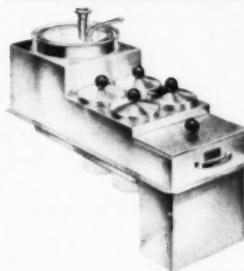
Refrigerated body by Softe



Refrigerated body by Keystone



**"Sure I like our  
FOUNTINETTE...  
the boss does, too!"**



**BULK SALES?  
GREAT—**  
we've turned our "dry-  
stop" into a little gold  
mine with our Helmco-  
Lacy FOUNTINETTE!

The boss and I wouldn't think of trying to operate without our FOUNTINETTE. Since we installed it last year we've more than doubled our bulk ice cream volume—and pleased our customers, too. They like the extra menu items we are able to prepare—from the walking sundaes to the extra special ice cream desserts.

Take a tip from the boss—he says you can pay for your FOUNTINETTE out of the profits from the extra sales volume in a couple of months if you use it to merchandise—better look into it today.

Write today for details on the FOUNTINETTE, Fudge and Food Warmers, Hot Cups, the Minit Bun Bar B-Q Bar and other profit making Helmco-Lacy fountain and restaurant accessories.

**Helmco-Lacy**

1215 Fullerton Avenue, Chicago, Illinois

## New Haven Group

from page 28

the Liquid Carbonic Corporation, Chicago, to address the convention of the Connecticut Druggists' Association on June 17. His topic will be "Does the Pharmacy Need a Traffic Builder?"

### "Banana Boat" Results

All members of the committee reported favorably on the early results of the "Banana Boat" program, which began with a blind advertisement in the *New Haven Register* late in March. Copy read only, "The Banana Boats Are Coming."

On March 31, there appeared on the windows of a large percentage of dealers dispensing freshly dipped ice cream, banner type posters announcing that "The Banana Boats Are Here." Newspaper advertising commencing the same day and back bar displays featuring the "Banana Boats" and banana hands, as well as table tents in many restaurants, explained that the "Banana Boat" was a delicious concoction made up of two generous scoops of freshly dipped ice cream, luscious ripe bananas, and delicious toppings, including chocolate syrup, whipped cream and a cherry.

With the five ice cream manufacturers featuring the same promotion, the point-of-sale advertising had a tremendous impact. In many instances several stores within the same block featured the promotion material on windows as well as back bars. Newspaper advertising of the participating manufacturers was so scheduled that individually tailored advertisements appeared on successive days.

Preliminary results indicate that consumer acceptance of the promotion will equal or exceed the expectations of the participating ice cream manufacturers. The committee had made a generous estimate that 500,000 "Banana Boats" would be served during the promotion period. During the first half of the promotion, approximately 250,000 of the paper boats had been delivered by a local jobber. A few dealers used glass service, but the large majority used the paper boat featured in the advertising.

Gardner Bush, Sales Manager, Huber Division of the Borden Company, stated that his firm is particularly well pleased with the results of the program, but that it is still too early to evaluate it on an overall basis. During the first two weeks, approximately 30,000 "Banana Boats" were distributed to Borden dealers.

"Sales reports have indicated enthusiasm both on the

## GEORGE REID SAYS:

"Wilbur's busting all records for increased business in this part of the country. Yes sir, real Wilbur quality will certainly put a product right out in front of competition."



George F. Reid is the representative for Wilbur Suchard chocolate coatings, mixes, etc. in the state of Ohio. Confectionery, bakery and ice cream manufacturers have learned to depend on his 25 years of experience for good sound advice on anything and everything to do with chocolate. His address is 1520 Parkway Drive, Cleveland, Ohio.



•  
**WILBUR  
CHOCOLATE  
COATINGS**

WILBUR SUCHARD CHOCOLATE COMPANY, INC. • LITITZ, PA.

STANDING STILL! I'VE GOT TO DO SOMETHING!

OUR PACKAGE SALES



I CAN'T MEET THAT PRICE AND SELL GOOD ICE CREAM—I WISH I KNEW?

CUT PRICE  
ICE CREAM  
..00¢



and then he called the Sealright man!

PACK IN THIS NESTYLE AND FEATURE SEALRIGHT'S SNAPSHOT CONTEST—LOOK WHAT THESE OTHER ICE-CREAM COMPANIES ARE DOING!

IT IS BETTER LOOKING THAN MY PACKAGE



OUR PACKAGE SALES

IT WORKS—  
AND I DIDN'T HAVE  
TO LOWER PRICES!



If you haven't received full details about Sealright's new snapshot contest, write us today.

**Sealright**  
SANITARY FOOD CONTAINERS

★ A PACKAGE AND A PROMOTION FOR EVERY ICE CREAM NEED ★



## Strip Away the "Flavor Mask" —and watch your sales climb!

Stop "masking" the true, rich flavor of your ice cream with ordinary sweeteners. Give your sales a new boost by using *Sweetose*... Staley's enzyme-converted corn syrup. This excellent sweetener is now being used by more and more ice cream makers who have discovered its many advantages. Water-white, crystal-clear—it adds no flavor other than sweetness... it cannot "smother" your expensive flavorings. Your ice cream always has that delicate, true flavor, with a taste appeal that keeps sales climbing!

In addition to extra flavor appeal, *Sweetose* gives your ice cream a heavier body, smoother texture.

# *Sweetose*

Staley's enzyme-converted corn syrup



**Write Today** for complete details on *Sweetose*... the better ice cream sweetener that never "masks" delicate flavor!

A. E. Staley Mfg. Co.  
Dept. ICF-5  
Decatur, Illinois

part of our salesmen, as well as on the part of dealers," Mr. Bush declared. "There are indications that the program, in addition to selling bulk ice cream, has shown a general increase in over-the-fountain sales."

Mr. Bush reported that he had two good dealers who sold over 400 boats each in the first two weeks of the campaign. Banana splits in these stores were selling at the rate of an average of six a week.

Mr. Bush further stated that a report just received showed that one dealer had increased his fountain sales twenty-five per cent as a result of the campaign and another dealer reported the sale of sixty-seven "Banana Boats" in ten days, whereas prior to that he had never dispensed banana splits.

A. K. Reinhard, Regional Sales Manager for Breyer Ice Cream Company, reported that the preliminary results of the campaign indicate success. One luncheonette in mid-town New Haven, during the first ten days of the campaign showed a forty per cent increase in over-the-fountain ice cream sales. A soda fountain operator in a suburban area reported the sale of 250 "Banana Boats" over the first weekend of the campaign. A number of dry outlets made inquiries relative to this promotion.

"This is an interesting result of the concentrated advertising," Mr. Reinhard said. A number of dealers have been so well satisfied with the results of the promotion they have suggested that additional promotions of this nature be prepared.

Leo Maher, District Sales Manager, General Ice Cream Corporation, stated that the salesmen that cover the metropolitan New Haven area have achieved good coverage with a substantial portion of the accounts for whom this type of promotion is suitable.

"To get down to specific cases," Mr. Maher reported, "we have an account in a nearby suburban town that has always done a pretty good job on all promotions. During the first ten days he sold over 220 'Banana Boats' and expects to sell at least 250-300 more before this promotion is over.

"We also have another account in New Haven that has always been very indifferent towards any aggressive merchandising plans. However, the owner has taken hold of this one quite well and sold over 100 the first two weeks and expects to sell 250 or so by the end of the month. He feels that these are *plus* sales and we feel that he has proven to himself what it means to merchandise, and in the future he will take advantage to a greater extent of promotions offered."

C. A. Fritz, Regional Sales Manager, H. P. Hood and Sons, reported that one dealer, in New Haven proper, who had not been at all interested in the promotion when first announced, was influenced to change his mind because of newspaper advertising and the fact that nearby stores were featuring the promotion. In the first seven days that this dealer used the promotion, he served 300 "Banana Boats." In another instance, Mr. Fritz said he had a report of a dealer in

Which of these three is best for your needs?

# SURE-KOLD<sup>TM</sup>

## INSULATED BAGS

### BROWN

Has all the SURE-KOLD advantages of superior insulation, easy handling, and compactness to keep storage space at a minimum. Lowest priced insulated bag on the market.

### WHITE

Adds the advantage of gleaming white paper for more attractive appearance. Same fine insulation and compactness. Excellent for colorful custom printing of your name, trademark, sales message.

### ALUMINUM FOIL

Foil is on the OUTSIDE for scientifically proved greatest insulation efficiency. Most compact of all. Sparkling foil is tops in appearance and prestige. Prints beautifully in all colors.



SURE-KOLD GIVES YOU ALL THREE TYPES . . . to serve your particular requirements. All have the famous SURE-KOLD advantages of compactness and lowest net cost insulation per pint of ice cream. This season, use the SURE-KOLD BAG THAT'S BEST FOR YOU!

**WHITNEY BROS., INC.**  
OUR 75TH YEAR

34-42 FARNSWORTH STREET

BOSTON 10, MASSACHUSETTS

Pacific Coast: WEST COAST COVERAGE CO., 4204-10 S. Produce Plaza, Los Angeles 58, California

ICE CREAM FIELD, May 1952

### Distributors and Sales Representatives

Increased demand for Sure-Kold bags has opened several desirable territories. Applications and inquiries invited.

a suburb of New Haven who, during the first five days of the promotion, sold 95 "Banana Boats" and his report further stated that the popularity of the item was increasing daily.

Arthur E. Hall, Vice President and General Manager of the Brock-Hall Dairy Company stated: "The reaction of our ice cream dealers to the 'Banana Boat' campaign has been most enthusiastic. There have been a few outstanding reports which may be of particular interest, as follows:

"Dealer X is located on a side street on the edge of a trading area in a suburban town. In addition to purchasing 'Banana Boats' this store had to arrange to procure candy sprills, bananas and a supply of whipped cream. The salesman also induced him to improve the quality of the syrup he was using. The store was completely dominated with banana hands, table tents and posters. Results: purchases of bulk ice cream for fifteen days in April were exactly equal to total purchases of bulk for the entire month of April, 1951.

"Dealer Y is in a central location in a downtown area. It is a theatre district and attendance at theatres has been only fair for several months. Dealer Y refused the 'Banana Boat' on the first presentation because he was serving a banana royal with three scoops

of ice cream, using glass service and charging fifty cents. On a second attempt the salesman induced him to place a trial order for 250 'Banana Boats.' A second order for 250 was placed one week later and since that time an order for 500 has come through. The fifty-cent banana royal has been removed from the menu and the glass service discontinued. The twenty-nine-cent serving attracted people from nearby offices and transient trade which replaced the slumping theatre business.

"Dealer Z operates a relatively new drug store in a suburban town. He takes a personal interest in the operation of his soda fountain and is merchandising minded. He saw the possibilities of the 'Banana Boat' from the very beginning. He keeps around five hands of bananas displayed on his back bar at all times for eye appeal. He has personally instructed his clerks to make 'Banana Boats' according to the formula and encourages suggestive selling. Advertising has been replaced three times to keep it fresh looking and he is interested in continuing with the 'Banana Boat' after the campaign is over. It is impossible to accurately gauge increased purchases as the store has been gaining in volume each month. It is obvious, however, that he is doing an outstanding job and that the 'Banana Boat' has provided one more device with which to do it."



ARE YOU ONE OF THE  
MANY NOW BENEFITING  
BY USING MASSEYS  
VANILLA?

If not, write today for a free  
working sample of the type you  
prefer — and taste its goodness.

**MASSEYS VANILLA<sup>®</sup> Inc.**

Vanilla Specialists



1214-16 WEBSTER AVE., CHICAGO 14, ILL

## There's PLEASURE and PROFIT for YOU in using Masseys Vanilla

Consumers cannot derive more PLEASURE from your ice cream than when it is flavored with MASSEYS quality vanilla. It will give them a real taste treat — one they will remember with keen appreciation — and will bring them back again and again.

YOU will derive PLEASURE from the fact that people enjoy eating your ice cream, and you will PROFIT by the increased and steady consumption of your product.



For Fine Ice Cream

# Shrinkage in ice cream

Although a considerable amount of research has been devoted to the problem of shrinkage in ice cream, science has been unable to absolutely determine its cause or correction. It is generally agreed that shrinkage is a seasonal difficulty. It occurs chiefly during the fall and early winter months.

The stumbling block has been the difficulty of simulating natural shrinkage of ice cream under controlled laboratory conditions. Chemists have attempted to simulate shrinkage by subjecting frozen batches of ice cream to a vacuum and observing the differences resulting from various ingredients, methods of handling, etc. It is questionable, however, whether this "induced" shrink is actually related to "actual" shrink.

## FACTORS AFFECTING SHRINKAGE

Despite the fact that much remains to be learned about ice cream shrinkage, we do have a considerable backlog of experience to guide us in our attempts to prevent it:

1. High temperatures or fluctuations in temperature in the hardening room or storage cabinet definitely induce shrink. Holding temperatures should not be higher than -15°F in the hardening room, 5°-10°F in dealers' cabinets.
2. If brine is used as the refrigerant, a slight leak in cooling coil or holding tank, allowing a small amount of brine to get into the mix (but not enough to be tasted) can cause extreme shrinkage.
3. Factors which tend to stabilize the protein in the mix reduce the probability of shrinkage, whereas factors which tend to destabilize the proteins in the mix increase the probability of shrinkage.
4. Freezing the mix extremely dry may induce shrinkage.
5. Excessively high sugar content (especially high dextrose content) appears to induce shrinkage.
6. Prolonged storage of ice cream mix before freezing may increase the possibility of shrinkage.
7. Extremely low hardening room temperatures (below -20°F) and prolonged storage at such temperatures may encourage shrinkage.
8. The kind and type of container used may contribute to shrinkage.
9. Recent research has demonstrated a relationship between shrinkage and the heat-coagulated whey proteins (albumin-globulin fraction) of the mix. Shrinkage is associated with a high whey protein content which, in turn, is associated with previous high heat treatment.

## STABILIZERS VERSUS SHRINKAGE

Based on current knowledge, it is generally agreed that there is no one remedy to the shrinkage problem. The following are statements by leading authorities on the subject:

"Stabilizers have been blamed for a great deal of the shrinkage but, in general, the stabilizing material probably does not contribute a great deal."\*

". . . it has been quite consistently noted that the mixes containing gelatin gave the least shrinkage, particularly at temperatures around -5° to -10°F which temperatures may be found in hardening rooms not properly refrigerated."\*

"Mixes containing no stabilizer shrank more than mixes containing stabilizers."\*

". . . it was found that increasing the amount of gelatin to give an excess in the mix tended to reduce the amount of shrinkage."\*

## GELOX AND VESTIRINE

Research in Swift & Company's laboratory, plus years of experience with ice cream manufacturers throughout the United States, indicates that the mono and diglycerides used in Gelox and Vestirine, while not a "cure-all," do contribute toward the elimination of shrinkage. The following is from an Experimental Report recently released by a leading university:

"These glycerides also greatly improved the whipping ability of such mixes, produced a smoother and richer tasting finished product, decreased or prevented shrinkage, and enabled the ice cream to withstand heat shock to a remarkable degree."\*

Order a trial shipment at the quantity price for a test in your own plant. If not satisfied, you may return the unused product for credit at our expense.



# Swift & Company

Stabilizer Department  
CHICAGO 9, ILLINOIS

Makers of Gelox, Vestirine, and  
Vel-o-teen Ice Cream and Sherbet  
Stabilizers and Velvatec food gelatin

## **Ice Milk**

from page 34

the diet. Ice milk presents a much more favorable protein picture.

	<i>Approximate Calories per 100 gram (3.5 oz.) serving</i>	<i>Grams of Protein per 100 calories</i>
16% Fat Ice Cream	244	1.44
12% Fat Ice Cream	201	1.93
6% Fat Ice Milk	173	2.56
5% Fat Ice Milk	165	2.73
4% Fat Ice Milk	158	3.03
3% Fat Ice Milk	151	3.30
2% Fat Ice Milk	144	3.57

The higher protein content is significant in that this lower cost frozen dessert is used most abundantly by the lower income groups, whose diet is most likely to be deficient in high quality protein, such as meat or milk protein.

Ice milk has long presented a quality problem—that of stability. It is much more difficult to make good ice milk than good ice cream. Most ice milk has developed a coarse, rough texture after short storage.

Tremendous strides have been made in the past year through the developments of new ingredients so that ice milk, for novelties and packages, may now have the same dependable shelf life as ice cream.

The dairy industry has, through the years, placed major emphasis upon the value of the butterfat in milk. The value of the proteins and minerals has been largely over-looked. Our farm pressure groups have been partially responsible for this over-emphasis of fat, under the mistaken belief that the higher the butterfat content of our dairy products, the greater the demand for milk and butterfat. This may have been true at one time, when butterfat was worthy twenty-five to thirty cents per pound. It certainly is not true today, with fat worth eighty-eight to ninety cents per pound outside of the metropolitan markets, and as much as \$1.35 per pound under market orders.

The consumer buys ice cream, when he can afford to buy it, not because of a high fat content, but because he likes the product.

It is the general concept that food laws are for the protection of the public and in the public interest. How can we justify an ice cream standard of fourteen per cent minimum fat content in a milk deficient state? Whom does it protect? Is it in the public interest to add unwarranted cost to the product, making it unattainable to more and more people? Does it help the ice cream industry, when its total sales could be expanded appreciably under a more favorable retail price structure?

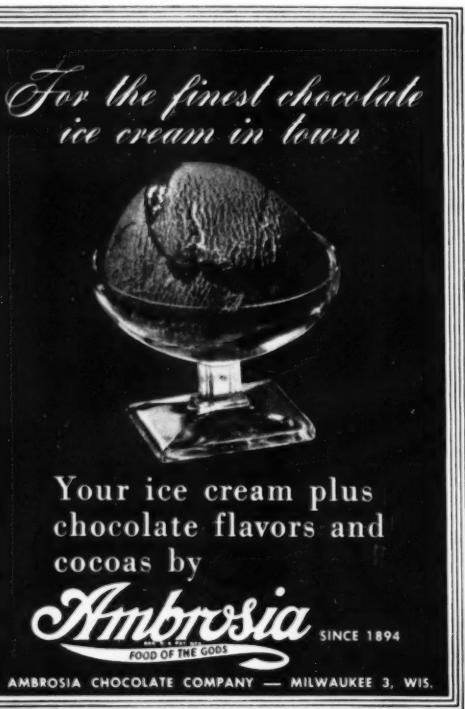
### **Our Ice Milk Laws**

Consider our ice milk laws. How can we reconcile a 2½% maximum fat content in one state, with a six per cent minimum fat content for the same product in an adjoining state? How is the public being protected, and from what?

Certainly, there is a great need for unification of our ice milk and ice cream laws. This will be a slow change at best. The pattern will no doubt be set when federal standards are established. In the meantime, the ice cream industry can and should take a major role in guiding any pending or proposed legislation along realistic lines.

The ice cream industry, in those states that do not have laws permitting the sale of ice milk, should be actively interested in bringing about a change in the laws. This trend toward good, wholesome, economical, low calorie-high protein frozen dessert is gaining momentum daily, and while it may be delayed, it cannot be stopped.

This trend should be good for manufacturers and consumers alike. It may well be the means of attaining that billion gallon goal.



*For the finest chocolate  
ice cream in town*

Your ice cream plus  
chocolate flavors and  
cocoas by

**Ambrosia**  
FOOD OF THE GODS  
AMBROSIA CHOCOLATE COMPANY — MILWAUKEE 3, WIS.

## A New Market

from page 42

ployed. This must raise a question in your mind as to why the difference? Oddly enough there is an answer. Even though 300 people are employed in a plant, if your machine is improperly located so that only ten per cent of these people have access to it, your machine is not going to do business.

Therefore, location of the machine is of utmost importance. The down-fall of many operators has been that too often they think all that is needed is to get a vending machine and put it on the floor, and through some streak of magic it will do sufficient business. This does not hold up. You must thoroughly survey your location for the proper place to install your machine, and to do this successfully it cannot be done hurriedly. I will give you a concrete example.

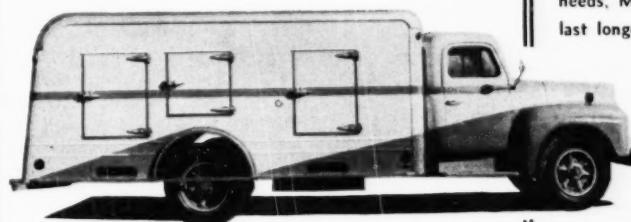
We solicited a very large industrial plant and convinced management of the value of having ice cream available to employees at all times. We knew this plant could accommodate approximately twenty machines, yet when we were given the go-ahead signal we only installed one machine and we called this our pilot location. Through careful checking we were able to

observe its drawing power (which gave us the information as to where the consumers were). After eighteen months, we now have twenty-two machines in this plant, each one properly located. The proof is that each one is doing a maximum capacity business.

My point in bringing this out is that this successful operation did not happen by chance, but only by careful study and planning.

Our firm is classified as a specialized automatic merchandiser, because the only business we have is ice cream vending machines. Ice cream vending through automatic vending machines is strictly a specialized business. I do not know of any way that it can be tied in successfully with the merchandising of other products. This is the mistake made and being made by vending machine operators who are trying to tie ice cream vending in with their other vending machine business and do not keep the ice cream as a separate business in itself. The reason for this business being separate is that it requires low temperature ice cream trucks, low temperature refrigeration at your distributing plant, and naturally the ice cream in the vending machines is maintained at low temperatures. Other types of automatic merchandising requiring temperatures are in the high temperature field and therefore have different problems. So proper equipment strate-

## MURPHY BODIES... *Designed For* Maximum Efficiency at Minimum Cost



Illustrated is deluxe Met-L-Wood constructed body, 1050 gallon capacity. Kold-Temp refrigeration unit draws its power from the propeller shaft of the truck, and has an electric motor which you can plug in and refrigerate at night.

Custom built specifically to meet your needs, Murphy Bodies are engineered to last longer and lower your delivery cost.

Compare the scientific design, custom specifications, refrigeration, payload and weight of a Murphy Body with that of any other body on the market. You'll see why Murphy can give you the standout performance you want. Our engineers are at your service.

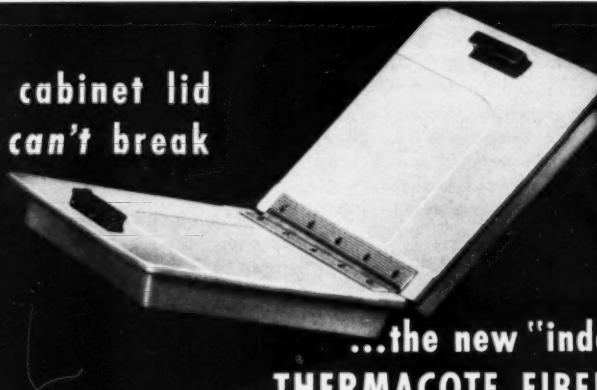
Write for details and prices.

WILSON, NORTH CAROLINA  
Telephone 3361

**MURPHY BODY WORKS, INCORPORATED**

**NOW!**

a cabinet lid  
you can't break



...the new "indestructible"  
**THERMACOTE FIBERGLAS\* LID**

*Here* at last is a really tough lid. Made of the new indestructible, stronger than steel, combination of Polyester and Fiberglas, in pure gleaming white, it will withstand more punishment than anyone can give it.

Gone are the frequent costly lid replacements caused by cracked handles, breakage through banging, dropping, etc., usually encountered with the ordinary type. But best of all Thermacote "Indestructible" Fiberglas lids cost no more than the type you are now using, and give you the plus value of the natural insulation of Fiberglas.

<sup>®</sup>*Fiberglas, reg. trade mark Owens-Corning Fiberglas Corp.*

So remember, to keep your costs down and Ice Cream profits up, install Thermacote Fiberglas Lids for that extra life on your cabinets today—you'll be glad you did.

**INSTALL THERMACOTE PLASTIC  
SUPERSTRUCTURES AND VISTA DOME  
LIDS for increased Ice Cream Sales**



## **THERMACOTE COMPANY**

**Newark**      **Chicago**      **Los Angeles**  
301 Mt. Pleasant Avenue      612 No. Michigan Blvd.      1005 So. Santa Fe Avenue

gically located and properly maintained and serviced are of the utmost importance.

Many people have attempted the automatic vending of ice cream and tried to do it without satisfactory equipment. Naturally, they were presented with many headaches.

Proper equipment and service are very important factors in any business. Unquestionably they are very important factors in selling ice cream through vending machines, but in ice cream vending you must have a type of service far beyond seeing that the machine is filled with merchandise. Naturally, if the machine is not filled with merchandise you are out of business, but by the same token, if your coin mechanisms are out of order, again you are out of business with a full machine of merchandise.

The machines must be continually checked, not only for cleanliness (keeping machines thoroughly cleaned inside and outside is a must), but also for efficient operation, because they are probably the only vending machines with which you lose all the merchandise if refrigeration trouble sets in. We class it as "melt downs," and if you allow your "melt downs" to become excessive your business is doomed to failure. Remember: if with a drink machine you have a refrigeration problem, it isn't too serious. The drinks get warm but

as soon as the refrigeration trouble is corrected you are back in business. With the ice cream vending machine, everything melts and you not only lose your merchandise but you have a complete interior cleaning job to be done on that machine which also is costly. Therefore, a properly trained refrigeration department is necessary.

Now a word about merchandising the product in your machine: First, you must sell a quality product. To vary your items is a very good idea. People tire of the same thing all the time, even though our information proves there is one item that is always acceptable and that is vanilla ice cream, chocolate coated. We have learned that by changing to an ice cream sandwich or sidewalk sundae on a stick, or other items, sales pick up. In other words, we are constantly merchandising the items through the machines.

We change the items in our machines no less than once a week, unless we are specifically asked not to do so.

We also make use of attractive illuminated signs on our machines, and in places where we can use them we put flashers on the signs. These signs and flashers substantially increase the sales from our vending machines. In public locations such as bus depots, we increased sales thirty per cent when we installed illuminated flashing signs on our machines.

We also feel that the appearance of our trucks and drivers helps to sell more ice cream. Our trucks are painted a brilliant orange and white and lettered in dark blue. We are in the process now of uniforming all our drivers and service men. We are not using the overall type of uniform which most ice cream companies use but rather separate jackets, trousers, and caps such as vending machine operators use. Information from other vending machine operators verifies that neatly uniformed drivers and service men substantially increase sales from vending machines of all types. Each one of our vending machines has a decal on it carrying an ownership statement and a day and night phone number for service calls. Industrial plants which operate on a twenty-four-hour per day schedule must be taken care of, no matter what time of day or night trouble arises. A machine that breaks down at 11:00 P. M., if not repaired, loses the business from the all-night shift. Therefore, our service men are on twenty-four hour per day call for reparts to the machines.

We have found that this twenty-four hour per day service helps in several ways. First of all, we do not lose sales because the machine is out of order. Second, men on *night shifts* are more apt to damage a vending machine than on any other shift. They usually

damage it because they have lost their money in the machine. If they know they can call us and we will repair the machine and return their lost money the same evening, they do not damage the machine. Therefore, we benefit by not having to do extensive repairs on damaged machines. The third reason is that this is a wonderful sales feature when you are attempting to sell a new location, because if they operate twenty-four hours a day they expect their employees on the night shifts to have the same service as their employees on the day shifts.

To sum up, to have a healthy ice cream vending machine business, you must have:

- (1) The best, trouble free ice cream vending machine that is available.
- (2) Proper, profitable locations.
- (3) Quality merchandise with a variety of items.
- (4) A delivery system with low temperature refrigerated trucks and well trained uniformed drivers.
- (5) A well trained service department for proper maintenance and service of all mechanical parts and refrigeration.

This article is based on a talk given during the recent Pennsylvania State College Ice Cream Conference.

**"THAR'S PROFIT EN THEM THAR HILLS"**

THE OLD-TIME PROSPECTOR NEVER KNEW JUST WHERE HE'D STRIKE PAY DIRT. BUT YOU CAN BE SURE THERE ARE BIG NUGGETS OF PROFIT FOR YOU IN EVERY DRUM OF CREST HY-LO BASE AND MALT-CREST BASE. THESE POPULAR NEW VOLUME-BUILDERS ARE THE RICHEST BONANZA OF THEM ALL.

**① CREST HY-LO BASE** For that unbelievably good, low-fat frozen dessert your customers will love—and you'll be proud to sell. CREST HY-LO BASE is ideal for packages and all kinds of novelties. A highly profitable, big-volume item for you. CREST HY-LO BASE produces a nutritious, economical taste treat that hits the spot with young and old alike. Expand your sales with profitable HY-LO—an item that all will enjoy and can afford to buy.

**② MALT-CREST** There's CLEAR SELLING AHEAD with MALT-CREST. For the ultimate in low-fat (high protein, low calory) milk shakes and malted milks. MALT-CREST is a proven volume-builder for you and your fountain stops. MALT-CREST makes those large appealing shakes which are slow-melting, smooth and creamy, but not excessively rich. They are refreshing, but not excessively cold. Never coarse or rough. MALT-CREST shakes naturally win and hold consumer preference, for they're just plain, downright GOOD.

Write us or contact our local representative for bulletins.

**CREST FOODS CO.** ASHTON ILLINOIS

## Parfait Pie

from page 45

ice cream plus crushed pineapple, and 4) Lemon Jell-o plus maple nut ice cream plus crushed walnuts. Creating these combinations "is purely a matter of sitting back and using your imagination," he said.

Recipes for various types of "parfait pies" are being included in every package of Pillsbury's Best Flour. Store advertising material illustrating the use of the flour, gelatin and ice cream has been developed in tremendous quantities.

During the summer months, advertisements will appear beginning with June issues of *Life*, all women's books, grocery distributed magazines, and *American Weekly*. Housewives will be reminded as to the availability of recipes on the Kate Smith, Bert Parks, Young Mr. Bobbin, I Remember Mama, and It's News To Me television programs, as well as on such leading radio shows as Arthur Godfrey, Aunt Jenny, and the Second Mrs. Burton.

Selected rotogravure sections of Sunday newspapers will carry four-color advertisements, and black and white newspaper space will be used across the country, arranged by local tie-up through the American Dairy Association.

A concerted drive for publicity in the columns of the nation's most influential food editors has been underway since late last month. The basic recipe for the "parfait pie" and innumerable variations were published in newspaper stories appearing on April 24. A "coming out party" for East Coast food editors was held in New York City's Hotel Pierre on April 22, at which time the recipe was introduced. A similar event was sponsored in Chicago on April 10, when more than 400 representatives of the dairy industry, food page editors, and others witnessed a demonstration featuring the new creation.

Ice cream industry leaders have been unanimous in hailing the "parfait pie" as a great boon to gallonage, and as an unprecedented opportunity for manufacturers large and small to benefit from the campaign. The consensus was that "with that much money being poured into an advertising program for a pie that uses a pint of ice cream, we should sell a lot of ice cream."

## Food Concerns

from page 48

sale of ice cream and grape juice resulting, according to Richard K. Manoff, Sales Promotion Manager of the grape juice concern.

Sunshine Biscuits, Inc. will feature Hydrox cookies and ice cream in point-of-sale advertising during the next few months. Store displays will be set up in which ice cream will get co-starring prominence along with the cookies.

In addition, advertising messages in leading magazines, Sunday supplements, trade magazines, and other publications will feature these products throughout the summer months.

### "Banana Hands"

The Fruit Dispatch Company is making available to ice cream manufacturers double paper "banana hands" to be used in tie-in displays of the fruit and ice cream.

Full-color advertisements in national magazines will support the sale of semi-sweet chocolate chips, manufactured by the Walter Baker Chocolate and Cocoa Division of General Foods Corporation. Possibilities of tie-ins with related foods such as ice cream will be emphasized in these messages.

Other national food organizations that are partici-

pating in the dairy industry campaigns include American Home Foods, National Biscuit Company, Jiffy Manufacturing Company, Cling Peach Advisory Board, Radio Corporation of America, Dole Pineapple Company, National Red Cherry Institute, and Corn Products Refining Company.

### Ice Cream Advertisements

Ice cream advertisements scheduled for the coming months include a spread in *McCall's* June issue, a page each in the June issues of *Seventeen* and *Better Homes and Gardens*, and a page in the June 17 issue of *Look*. Additional advertisements and editorial material is scheduled for publication in such magazines as *Collier's*, *True Confessions*, *American Home*, *Good Housekeeping*, *Parents'*, *This Week*, *Woman's Home Companion*, and others.

As the Milk and Ice Cream Festival got underway early this month, Owen M. Richards, General Manager of the American Dairy Association, declared that these campaigns "provide an unprecedented opportunity for every milk distributor, ice cream manufacturer and retailer to cash in on a multi-million dollar advertising and promotion campaign. As in no other promotion, it will focus the attention of every housewife on the flavor goodness of milk and ice cream all through the summer selling season."

## Food Store Vote

from page 50

many items that can be featured in cooperative displays, among them frozen and canned fruits, cookies and all types of bakery goods, syrups, juices, nuts, and bottled soft drinks.

Combination item selling affords another avenue of approach to the customer's purchase of two pints of ice cream a week in the food store. Setting up a display of ice cream spoons or of scoops, to be sold in combination with gallon or half-gallon cartons at a combination bargain price, will do the trick.

Every good merchandiser knows a host of selling tricks he can call into play to attract the customer's attention to his ice cream department. He knows, for example, that display material such as banners, pennants, placards, and the like can be used in many ways and should be kept fresh through frequent changes. Color photographs are important and so are clear price markers. The daily or weekly listings of ice cream varieties stocked should always be kept up to the minute.

A special convenience that makes friends for ice cream and for the store is an insulated bag in which the customer can take her purchase home. A supply of such bags ought to be placed on the ice cream display case, with a sign calling them to the shoppers' attention.

Three examples of promotional ideas out of many the food store operator can find adaptable are: (1) suggestions for snacks that include ice cream, since extra meals mean extra sales of many "quick-bite" high-margin items; (2) special attention to sales of half-gallon and gallon cartons just as for any other "large size economy package item"; and (3) spectaculars, or mechanical devices that flash lights, spout smoke or water or feature fan-blown paper streamers pointed toward the ice cream case. Each one of these possibilities can be varied seasonally or with the approach of special days in the history of the community or the store as well as holidays.

Plank No. 3 in the platform is a good product, properly packaged to help make sales. Quality ice cream is a prime consideration and so is a carton that is economical to enable the sale to be made at the lowest price. When all the votes are in, "electioneering" for such a product, in the form of sound merchandising, will prove to have paid off handsomely.

THE NAME FOR *Quality CHOCOLATE*

**VAN LEER**

Chocolate Products in the Great Dutch Tradition

Manufacturers of

- quality coatings for ice cream bars
- chocolate liquors

Importers of • Holland-Dutch Cocoas

VAN LEER CHOCOLATE CORP.  
Jersey City 2, N. J. JO 5-8080

## Display Cabinets

from page 30

today's reducing margins. Self-service is making this possible and seems destined to be with us for some time.

The trend toward packaged ice cream is not surprising. In the boyhood days of some of us, the unsanitary cracker barrel in the grocery store was a familiar sight. It has long since disappeared. For some time, crackers have been marketed in sanitary packages, fabricated at the manufacturing plant and are entirely acceptable to the consumer.

One of your major competitors, the soft beverage, is another excellent example of package selling. The individual bottle is a package which competes with you for the consumer's dollar. The soft beverage people have taken advantage of increasing the unit sale with the carry-out carton of six bottles. This has definitely stimulated and increased the consumption of soft beverages. The same basic change has taken place in the beer business. How long has it been since you have seen someone "rushing the growler?"

Greater convenience, sanitation, ease and speed of purchase due to self-service have popularized the packaged item with the consumer. History is merely re-

peating itself in the ice cream industry. This trend is logical and all to the good.

Three other trends are worthy of note. Because of satisfactory and reliable home refrigeration, the housewife can safely make and does make fewer trips per week to purchase food supplies. Home food freezers and the combination refrigerators keep ice cream better and longer in the home—to your advantage. They encourage keeping ice cream on hand and increase the unit sale. They have played a substantial role in making ice cream a year round food item in the household. The housewife also tends to confine her purchases to fewer places of business. The super market is an outcome of this trend. It has also been suggested that the average housewife, along with decreasing the number of trips to market, and buying more and more at a complete food store, is buying less and less from a shopping list, and depending more on purchasing what looks good. Hence, the importance of impulse sales must not be overlooked.

Typical operating margins for super markets developed in a recent survey were as follows:

Meats	20.4%
Produce	26.8
Dairy	13.8
Bakery	20.0
Groceries	14.6
Ice Cream	18.26

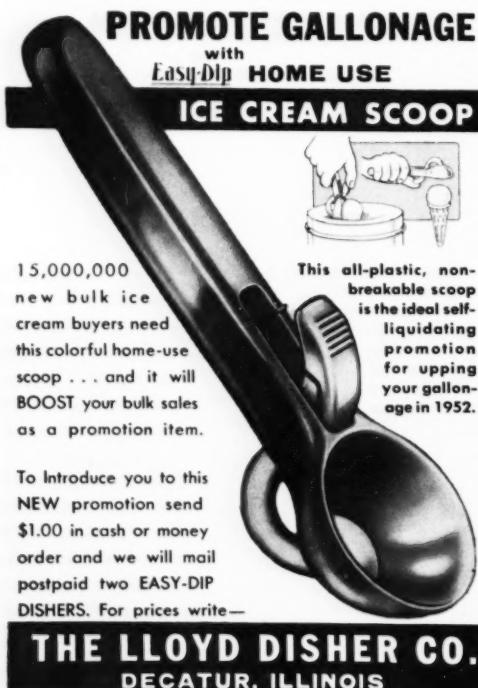
The ability to operate at such low margins enables such stores to sell ice cream at lower prices. They recognize packaged ice cream as a fast-moving, year 'round item, returning a good profit per square foot of floor space, and reducing use of labor because it is adaptable to self-service. Therefore, the super market is a retailing field which should be exploited by your industry for future sales expansion. The ice cream manufacturer should recognize these trends in buying habits and cater to them.

Sales are increased by getting more people to buy and/or getting the same people to buy more. What can the ice cream industry do to get more people to buy more ice cream? Psychologists tell us that the five senses of touch, sight, smell, taste and hearing are responsible for our mental impressions and the urge to act. Sight and touch are recognized as the most important merchandising elements. An old Chinese proverb says "One picture is worth 10,000 words." Time and experience have proved it true. Hence, it is not surprising that people buy with their eyes. Experienced merchandisers will tell you that people like to pick up and handle the things they buy.

It is, therefore, evident that to increase ice cream sales, everything should be done to take advantage of all the senses and especially sight and touch.

How can we take maximum advantage of these two senses—sight and touch? We all see best at eye level

**PROMOTE GALLONAGE**  
with  
**Easy-Dip HOME USE**  
**ICE CREAM SCOOP**



15,000,000 new bulk ice cream buyers need this colorful home-use scoop . . . and it will BOOST your bulk sales as a promotion item.

To Introduce you to this NEW promotion send \$1.00 in cash or money order and we will mail postpaid two EASY-DIP DISHERS. For prices write—

**THE LLOYD DISHER CO.**  
DECATUR, ILLINOIS

or slightly below eye level at a distance of only a few feet. We can touch and handle merchandise in this same space with little or no effort. It is not convenient to see or handle items that are below the knee level. It is evident then that the most important selling space in a store is between the eye level and the knee level. Concentration on the most effective use of this space will produce the maximum of impulse sales.

As the shopper progresses through the store, displays of all competing items attract her attention and compete for her dollar. Consequently, the ice cream industry must in some way attract the shopper's attention and make a more effective product appeal to her than competing products if they expect to get their share of her food dollars and increase the ice cream business.

Following are some of the techniques used with success with other merchandise.

1. Use modern surroundings. The store should be cheerful, pleasing and clean. Color combinations, heating, ventilation and air conditioning are important. Avoid crowded atmospheres.

2. Locate the display properly. Strive for a position of maximum store traffic. Locate where it is logical to expect the housewife to consider impulse purchases.

3. Give the product display space commensurate with earnability. Every retailer is anxious to promote high margin items, fast turning items and items which have sales appeal.

4. Utilize eye-catching display material—colorful signs and pictures, brightly illuminated. Change frequently to arouse new interest.

5. Mass food displays attract attention. Merchandise must be seen to sell on impulse. Clearly price all varieties and sizes.

6. Make items accessible. Place them where they can be readily seen, reached and handled, that is, between eye and knee level.

7. Plan the display to please the shopper.

8. Provide a quality product. Protect product quality by properly designed refrigerated display cases, with the correct product holding temperatures.

The package itself merits careful consideration. It should be colorful, attractive, clean, refrigerated so that it will stand the trip from the store to the home, and finally, convenient for the housewife to use in serving the product in the home. The package must also protect the quality of the product. Serious consideration should be given to use of packages which are moisture-vapor-proof. They must retard loss of moisture from the contents, and retard the oxygen of the air from passing into the package and oxidizing the product. The ice cream industry can learn much from the technological developments in packaging frozen food during the past ten years.

With the use of open-type merchandising cabinets and especially those having glass fronts, color combina-

## NOW! mobile refrigerated vending without dry ice...



in the  
**HOLD-OVER  
VENDING CABINET**



STREET VENDING



VEGETABLE TRUCKS



FACTORY CAFETERIAS



HOSPITALS



PICNICS

**KOLD-HOLD**

protects every step of the way  
**KOLD-HOLD MANUFACTURING CO.**  
470 E. Hazel Street  
Lansing 4, Michigan

## Makeshift, Unsanitary, Impractical Limitations Retard Rather Than Promote Bulk Unit Sales



The housewife is the biggest customer in the ice cream market today, but if the dipper she gets is no better than a tablespoon or a stick she won't buy more bulk ice cream.

The Nuroll Dipper has professional appearance and efficiency. The combination sales of a Nuroll Dipper, a half gallon of ice cream and a box of cones or other item for an attractive price has not only started countless thousands to buying bulk ice cream but has made them permanent, regular customers.

**NUROLL**  
REG. U.S. PAT. OFF.  
Domestic Type - Non-Mechanical  
ICE CREAM DIPPER

The non-mechanical ice cream dipper for home use. A beautiful one-piece casting of sanitary metal, easily kept clean. Last a lifetime. Holds even firm ice cream.  
Sizes 16, 20 and 24.  
Retail price \$1.35.  
f.o.b. Toledo, Ohio.

**THE ZEROLL COMPANY**  
2410 Robinwood Avenue  
Toledo 10, Ohio  
Zeroll — Nuroll — Bulkroll Ice Cream Dippers

COPYRIGHT 1948 THE ZEROLL COMPANY, TOLEDO, OHIO

tions should be used on the package exteriors that will reflect light and heat, rather than absorb these two agents. Avoid the use of dark colors. These absorb radiant heat.

Now, a few words about the type of refrigerated equipment required for this type of merchandising. This will bring some new problems to the ice cream industry. You must be prepared to face and solve these problems to take maximum sales advantage of this equipment.

The open-type glass front display case requires more refrigeration than the conventional ice cream cabinet. This should not be surprising. More moisture is condensed from the atmosphere by the refrigerating system. Radiant heat from the high lighting levels employed in the modern store must be dealt with. Air currents caused by ventilation, fans, heating units, air conditioning, etc. disturb the cold air layer around the product. All these add to the refrigerating load and difficulty of refrigerating the product.

Increased refrigerating load means increased operating costs. However, operating costs fade into insignificance compared to the merchandising ability of this equipment. Only several additional packages of ice cream sold per day will offset the increased operating cost. I shall discuss the profit possibilities later.

The effect of radiant heat on the product can be

demonstrated readily. Packages on the back top layers which are not exposed to radiant heat will maintain temperatures several degrees lower than those placed in the front of the cabinet where radiant heat passing through the glass front or passing directly into the cabinet from above can be absorbed by the product. Therefore, anything which can be done to offset this absorption should be taken advantage of.

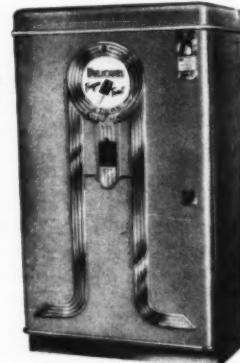
With open-type equipment, the problem of atmospheric moisture results in rapid accumulation of large quantities of frost, making defrosting a most important problem to be met and solved.

Three general types of refrigerating systems are used in this type of cabinet, namely, refrigerated plates, a circulating cold air blanket over the product, or a combination of these. Space will not permit me to go into further mechanical details.

With self-service merchandising, it is desirable to carry ice cream at 0° F. or below. This is necessary so that it will remain hard while in transit from the store to the consumer's home. Insulated bags can be made available for those who have need of them, and their availability should be made known by convenient access or otherwise to the customer.

Just a word about the matter of product tempera-

**ATLAS**  
**“Col Snac”**  
**VENDOR**  
**FOR ICE CREAM**  
**BARS-ON-STICKS**  
**OR ICE CREAM**  
**SANDWICHES**



The ONLY Merchandiser With ALL the Practical Features That Mean Maximum Sales with Minimum Investment

- No Additional Packaging!
- Light Where It's Needed!
- Completely Automatic!
- Extra Big Capacity!
- Slug Rejector and Coin Changer at No Extra Cost!
- Fast, Easy Loading!
- Right Temperature Always!
- **PLUS** —  $\frac{1}{4}$  hp G.E. Compressor equipped with service valves for on-the-spot service — easily accessible mechanism — stainless steel contamination proof liners and working parts — many other exclusive features.

*Write Today!*

*DAIRIES! The ColSnac gives you an opportunity to open up a vast new market that can be easily handled with your present facilities! A profitable outlet for increased volume!*

**ATLAS TOOL & MFG. CO.**

5147 Natural Bridge Blvd.  
St. Louis 15, Missouri

## SUNDAES

## IN A GROCERY STORE



in a **busy** grocery store ? ? ? ● ? ? ?

That's right friends, Limpert's Sun-D-Cup puts that extra snap into package sales that will amaze you and your customers.

Keep in step with the times . . . factory filled Sun-D-Cups make the perfect package sundae . . . the answer to competitive merchandising . . . a combination package the super markets will love . . . mass produced for mass selling

. . . packed with Limpert's famous toppings that makes 'em come back for more!

Limpert's Sun-D-Cup is *not* a "flash novelty"; in its fourth year of sales-proved success, the Sun-D-Cup is a year round standard that means repeat sales.

Wire or call for complete merchandising-production plan!

**LIMPERT BROTHERS, INC.** "First in Consumer Demand"

VINELAND, NEW JERSEY — New York Office: 33 West 42nd St.

ture vs. air temperature. It has been the custom in dealing with refrigeration applications to judge an installation by the air temperature held in the fixture. On most installations, there is nothing wrong with this method. Generally speaking, quite uniform temperatures can be maintained and it takes a substantial air temperature change over an extended period of time before the effect of air temperature changes will reflect themselves in changes of temperature of the product. The open-type display case, however, has so many external factors which influence its performance, particularly insofar as air temperature is concerned, that ice cream temperature, rather than air temperature should be the criterion for judging this type of equipment. Since the open-type equipment does not have the stabilizing influence of a completely surrounding shell to permit air temperatures to reach good equilibriums as are secured in closed ice cream cabinets, refrigerators, walk-in coolers, etc., spot checks of air temperatures may lead to entirely improper conclusions, and evaluation of equipment performance is better based on product temperature and condition rather than air temperature.

All of this discussion means that ice cream must leave the plant on its way to the store at a low temperature and fully hard. Temperature must be maintained

in transit between the plant and the store and until the product is loaded into the merchandising case. The display equipment must not be called upon to harden soft ice cream. *These cases cannot do a hardening job — they are not designed to.* Serious consideration must be given to your hardening and holding rooms and refrigerated transport. In large operations handling large volumes, adequate holding facilities somewhere in the store may be needed, if several deliveries per day cannot be effected.

Another very important matter which the ice cream industry must meet in connection with the open-type display cabinets, is the problem of better trained service men. The systems required for proper operation of many types of cabinets are more complicated than the simple refrigeration system of the conventional ice cream cabinet. Types of electrical controls which the ordinary service man is not familiar with are involved. Methods of adding heat to the system to defrost are required. Service personnel must become familiar with these and the diagnosis of and correction of their troubles. In order to reduce condensation and sweating to a minimum on various parts of these cabinets, heater elements are commonly used. These complicate the electrical system and add additional service problems. *Your service personnel MUST be thoroughly educated*



55

**A Real Space-Saver At Low Cost!**

**Serv-All**  
U.S. PATENTS PENDING

**FOUNTAIN**

FOUR POPULAR MODELS

Any model may be used as an individual unit or in conjunction with one or more other models.

No additional floor space . . . No major installation . . . No servicing!

Dept. 14 **SMITH-WERNER CO.** 610 Santa Fe Dr.  
MANUFACTURER Denver 4, Colo.



400



66



900

and trained on this new type of equipment. Enough personnel must also be available to render prompt service. In case of failure, open-type equipment, particularly with glass front, cannot be expected to hold ice cream for an extended period of time. *Prompt and competent service is a must.*

By this time, some of you may have gained the impression that the use of the open-type display case to merchandise ice cream is all problems and no profits. Nothing could be further from the truth. I have saved the good news for the last.

Glass front display cases suitable for merchandising ice cream are now a reality. If used intelligently, they will perform in a very satisfactory manner, in spite of the severe conditions under which they have to operate.

A test installation operating from July 15 through the 19th of September, 1951, sold 7440 pints and 2020 half-gallons of packaged ice cream. Based on the existing profit margin and prices, the average gross daily profit from this installation was \$27.55. Subtracting an average daily operating cost of seventy-five cents at a 3¢ KWH rate, the actual average gross profit per day for this period was \$26.20. Based on this average daily gross profit, with sustained sales volume, it would be possible for this store to gross over \$9,000 from just this one case during a twelve-month period. Operating cost of seventy-five cents per day is in-

significant against a \$27.55 gross. This single eight foot case more than doubled the sales for this store.

The first cost of this case is materially larger than the former equipment used. It can pay for itself in a very short period of time and contribute exceptional profits as well, even allowing for seasonal drop in business in the cooler weather. "One swallow does not necessarily make a summer," but what has been actually accomplished at one place can be approached, duplicated or even bettered elsewhere.

It is up to the ice cream industry to recommend equipment to sell ice cream which will create the impulse and urge to buy, will protect the product at the maximum quality until the customer buys it and gets it home. The equipment must also make a profit for the retailer. The ice cream manufacturer and the retailer must know where to locate the fixtures to cause the maximum impulse to buy. Several trials at different locations may be necessary to establish the best location in various stores.

Survey after survey where customers were asked questions like "Why did you buy ice cream today?" "Did you intend to buy ice cream when you came into the store today?" provided replies as follows: "I had no intention of buying ice cream today, I could not resist the tempting and delicious looking pictures and the beautiful packages so nicely displayed and so con-



# Shore Craft

STAINLESS STEEL FOUNTAIN ACCESSORIES

← ICE CREAM SPADES →

Constructed of 18-8 stainless steel. Bakelite handle. Strong, Sturdy, Sanitary.

PRECISION MADE FOR SATISFACTORY SERVICE

**SHORE MACHINE CORPORATION**

455 West 45th Street, New York 19, N. Y.  
Manufacturers of SHORE CRAFT Quality Fountain Accessories

veniently located to urge me to buy. I was left no alternative other than to buy." One recent study reported that eighty per cent of all ice cream sales were made on impulse.

Orderly arrangement of displays, keeping the various flavors and package sizes separated and easily accessible is desirable. Our surveys have revealed that many customers are irritated by different types and kinds of foods being all mixed up in open merchandising equipment. With the product accessible to the customer, as it is in this type of case, it is only natural that customers will upset the display. Customers do not like to sort over a number of items to secure the desired item. This creates an operating problem which the maker of the cabinet cannot solve for you. The solution to this problem is supervision and rearrangement whenever necessary. The maximum of eye appeal and the maximum of convenience in selecting what the shopper is interested in must be maintained and constantly presented to the consumer. This satisfies the consumer's desire to shop as conveniently and speedily as possible. *Don't forget that the self-service idea brings the thought on the part of customers that they are doing the retailer a favor by waiting on themselves and eliminating clerks.* The importance of attractive, orderly and convenient arrangement of merchandise must not be neglected.

Having created this desire to buy, the product must be in good shape so that when the customer is ready to serve it, she is not disappointed. Therefore, open-type merchandising equipment must both merchandise the product and protect its quality.

In conclusion, let me remind you that we are passing through a period of change. Periods of change involve the adoption of new techniques and new equipment. New techniques and new equipment bring new problems. These will not be met without some difficulties, trials and tribulations. May I commend to you an old prayer which is good guidance in many situations and especially applicable for the transition period ahead. "Give us the serenity to accept the things we cannot change; give us the courage to change the things we can; give us the wisdom to know the difference." A courageous and open-minded acceptance of the new trends in merchandising ice cream and an intelligent and progressive approach to solution of the problems they bring, will surely result in increased business.

#### ACKNOWLEDGMENT

The assistance of my associates, P. W. Budworth, Manager of Ice Cream Cabinet Sales, and R. A. Blakelock, Supervisor of Fixture Sales of the Commercial Sales Department, in the preparation of this discussion is acknowledged and deeply appreciated.

This article is based on a talk given at the recent convention of the Virginia Dairy Products Association.

# Sanitary Spoon BOTH WAYS...ALWAYS!

with  
**MULHOLLAND**  
**DUBL-STRENGTH WOODEN**  
**SINGLE-PAK-SPOONS**

Whichever end is touched first becomes the handle—thus protecting the opposite end from possible contamination by soiled hands, as when extracting single end spoons wrong end first. Only MULHOLLAND DUBL-STRENGTH SPOONS offer this Double Convenience and Double Sanitary Feature. Of course, MULHOLLAND SINGLE-PAK-SPOONS are available in the conventional shape if desired.

Individual wrappers, plain or printed with stock design or your NAME and TRADEMARK—in strips of 12, 18, 24 or 30—each spoon completely sealed after separation from strip. Also available cut in singles, packed in cartons of 100, 1000 or bulk.  
WRITE TODAY FOR SAMPLES AND PRICES

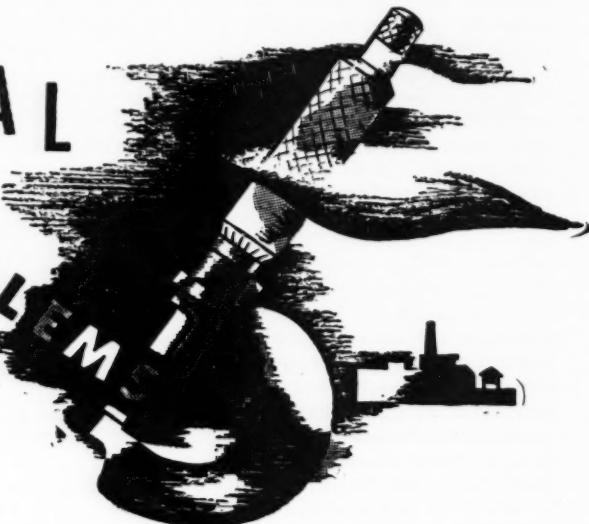
  
**JOHN H. MULHOLLAND CO.**  
Milford, Delaware



The Readers Ask:

# TECHNICAL

## PROBLEMS



By DR. C. D. DAHLE

Technical Editor, *Ice Cream Field*

### *Sherbert Query?*

I would appreciate your answering the following questions for me.

1. Your opinion of this sherbet base formula:  
444 lbs. sugar  
177 lbs. corn syrup solids  
177 lbs. stabilizer  
151 gal. water (makes about 200 base)  
Add 11 gal. mix to 100 base
2. Your suggestion for a better formula.
3. Can you send me all the pamphlets you give with short course on sugars, stabilizers, cocoas, sherbets, etc.
4. Different sherbet formulae for using pineapple (3 + 1) or raspberry, and orange or lime (without sweetened fruit).
5. A good lime sherbet formula.

### *Answer*

Inasmuch as I do not know what one of your products is in the mix, I cannot give you an analysis of your sherbet base. I am going to list one, however, that I know will work very satisfactorily, which has worked for us for years. This mix is as follows:

20 lbs. Corn Syrup Solids  
12 lbs. Cane Sugar  
36 lbs. Homogenized Milk  
Stabilizer, Water, Color  
to make 10 gallons

This basic mix can then be used for any flavor you desire to use. Most of your pineapple or raspberry, or other sweetened fruits, will contain a total of around 30% or more sugar. This is about what the mix runs also, so you have no trouble with a difference in firmness of your sherbets.

When you use lime and some products which contain no sugar, and you use in such small quantities, this would not upset your formula either.

I suggest that you try this formula, adding whatever flavors you desire to add to the basic mix. I am suggesting homogenized milk rather than ice cream mix.

Under separate cover I am sending you some of the information you have requested.

### *Diabetic Formula?*

Recently we have had numerous requests for diabetic ice cream and we wondered if you had a formula for such an ice cream.

### *Answer*

A satisfactory diabetic formula for ice cream would be as follows:

14%	Butterfat
9%	Serum Solids, or Low Lactose Milk Powder
15%	Sorbitol or 12% Mannitol
0.11%	Sucaryl
0.15%	to 0.3% Stabilizer

If you find this freezes with difficulty because of the high freezing point, you might add 1% to 2% glycerine to this mix.

### *Sandy Ice Cream?*

We have received some complaints about our fruit and nut ice cream being sandy. Following is the formula and procedure we follow in making our mix as well as some other factors that may bring about this effect. Would you be good enough to give us your advice on this matter.

10 cans of concentrated, skimmed, condensed  
10 cans of 40% cream  
400 lbs. of sugar  
8 lbs. of stabilizer  
8 lbs. of egg powder  
8 cans of water  
Yielding about 31 cans of mix.

Procedure: The cream and milk are dumped into the pasteurizer and part of the warm water and these are heated to about 70. Between 70 and 80 the stabilizer mixed with some sugar and dissolved in hot water is added, then the rest of the sugar, the egg powder with which some sugar has been

mixed and finally the remainder of the water to total the 8 cans. The mixture is heated to 155, held for 30 minutes, homogenized at 2500 and cooled in the pasteurizer to 60.

Our mix is stored and cooled in our ante room. When it is first put there the temperature of the room rises to 50 or 55. The first day following it cools down to only about 40. Thereafter, the temperature is down to freezing or under.

We sometimes keep some of the mix as long as three weeks—although it has to be thawed out before it is used.

We are also using a new batch freezer which does not seem to freeze the ice cream as stiff as I believe it should and it takes from 15 to 20 minutes to freeze it and reach an overrun of 85.

### Answer

From the information I have obtained in your letter, I question very much if you are having sandiness in your ice cream. I am of the opinion that your ice cream is not sandy, but probably coarse. The composition would indicate that your ice cream could be held for a long period of time under adverse conditions before sandiness would develop. I find the composition to be as follows:

11%	Fat
10.1%	Serum Solids
13.4%	Sugar
0.265%	Stabilizer
0.0265%	Egg Yolk Solids

This mix should not go sandy and it is, in my opinion, too low in solids. When you add fruits and nuts to this mix, you are diluting the mix considerably and this would tend to make it coarse.

Since you are using a batch freezer and it takes you from 15 to 20 minutes to freeze, then I am quite certain that your trouble is coarseness rather than sandiness. All conditions tend to point this way.

The thing for you to do would be to increase your solids, especially your serum solids and sugar. Your fat is 1% above the legal standard, but if you desire to make a good commercial ice cream I would suggest that you have the composition about 12% fat, 11% serum solids, 15% sugar, and possibly 0.3% stabilizer and 0.3% egg yolk powder as you have indicated.

You do not state the strength of your stabilizer and perhaps 0.265% is not nearly enough.

If I can be of further assistance, please get in touch with me.

### Low Fat Ingredient?

In the February issue of ICE CREAM FIELD you mention that low lactose milk powder can be made in the plant quite

easily. We are very interested in such a product for boosting the serum solids in a low fat mix that is to be frozen and packaged.

I would appreciate your sending any information you have available on this, especially in regard to manufacturing the product, as well as use levels. For example, if a product already had 11.0% normal serum solids, how much additional serum could safely be added by such a product as you suggest?

### Answer

I am enclosing some directions for the making of low lactose material but which will not be a powder. It would require the use of a milk dryer to put this product into the form of a powder.

If you are using an 11% normal serum solids and wish to use the additional serum solids from the low lactose product, you would add enough to bring it up to probably 13 or 14% with the extra material.

If you are making a 4% ice milk, let us say then you could boost the serum solids up to 13 or 14% by getting the normal serum solids from milk and condensed milk, etc. to the extent of 11% and then add enough of the other material to bring it up to the amount mentioned.

### Mix Problem?

We cool and hold our mix in a coil vat tank. In cooling, we sometimes freeze a little mix on the coil. We made a fat and solids test of some of the mix that was frozen on the coil, as compared with the mix in the vat.

	Fat	Solids
The frozen mix was:	12.12	32.81
The regular mix was:	14.22	39.31

Can you enlighten us as to how this happens, and possibly why? It appears that some of the water is frozen out of the mix when it becomes too cold on the coil. We homogenize at 2000 lbs. pressure.

### Answer

The ice cream mix which was partially frozen on a coil naturally would test lower in fat and solids. Water freezes out first and that leaves a more highly concentrated product unfrozen. The first part that freezes is always lower in solids than the other portion of the mix.

You can experiment this way very easily with a bottle of milk. Allow it to partially freeze, pour out the center core, and you will find that it will test much higher in fat and solids than the frozen portion on the bottle.

## SHOULDER VENDING BOXES



- Light in Weight
- Insulated throughout with  $\frac{1}{2}$ " celotex
- Welded Corners for strength
- Twin Covers for ease in dispensing
- Holds ice cream 4 to 6 hours (with dry ice)

DODDS SUPPLY CO. Inc.  
MANUFACTURERS REPRESENTATIVE  
CLARENCE NEW YORK

Write for folder of our NEW Route Carriers

## Try it NOW!

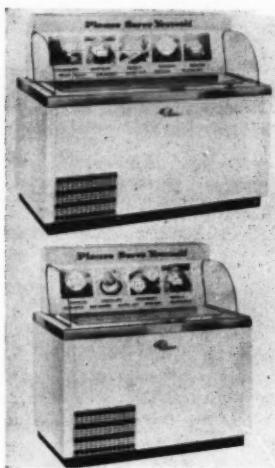


BESTOV Chocolate Liquor  
a choice bean blend produces  
its fine flavor  
Cracked into Pieces for Easier Handling!

BLUMENTHAL BROTHERS Since 1900  
COATINGS • LIQUORS • COCOAS  
Margaret & James Sts., Phila. 37, Pa.

## New Products

### SAVAGE CABINETS



Two new merchandisers have been added to the line of ice cream cabinets manufactured by the Refrigeration Division of Savage Arms Corporation, the firm announced recently. The new cabinets are the M-9B with a capacity of 392 pint packages, and the M-LB, capacity 528 pint packages (top cabinet in above photo).

Both merchandisers are of new design, with high wings and protective superstructures to reduce air currents. Superstructures are flat on top to provide space for tie-in display of related items, and contain a fluorescent tube which illuminates the full-color ice cream pictures and floodlights the contents of

1

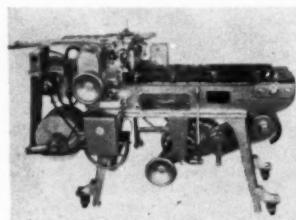
the cabinets. Refrigerated partitions separate all compartments. Frost clips on all plates make frost removal easy.

Savage has prepared an attractive folder on the new merchandising cabinets. It will be sent free on request.

### LYNCH UNIT

Lynch Corporation's Packaging Machine Division has announced a new addition to its packaging machine line—Model ICS designed for fast, automatic wrapping of ice cream sandwiches.

Lynch Model ICS is reported to have these features: compact—requires small floor space; portable—mounted on brackets and casters; easily cleaned and sterilized (electrical elements quickly removed when steam cleaning); meets sanitation requirements of State and Federal Health Departments; no product—no paper feed; all gears en-



closed and run in oil; metals contacting product are stainless steel; variable speed drive with operating speed thirty to 120 packages per minute (produces package  $\frac{1}{2}$ " high, 2" wide,  $5\frac{1}{4}$ "

long); approximate shipping weight 1200 pounds.

Standard equipment includes brackets and casters, no product—no paper feed, heat seal (no glue) using any heat sealing papers including Thermoplastic coated material, wrap register unit with electric eye control and  $\frac{1}{2}$  H.P. moisture-proof motor for either 220 volt, 3 phase, 60 cycle or 110 volt single phase, 60 cycle. It uses die fold—bottom seal only. Wrapper size 8" web  $6\frac{1}{4}$ " cutoff.

For additional details, write Lynch Corporation's Packaging Machine Division.

### EXPOSITION BOOKLET

An attractive sixteen-page booklet about the Eighteenth Dairy Industries Exposition, which will be held September 22-27 in Chicago, will soon be in the hands of every person connected with the dairy industries in this country, Canada, and perhaps even abroad, if the hopes of the Exposition's sponsors, Dairy Industries Supply Association, are fulfilled.

The booklet, illustrated with pictures and drawings of Chicago and earlier Expositions, will answer in detail questions which prospective Show visitors may have about the world's largest dairy industries Show, or the continent's second largest city. The booklet will also report on conventions or special sessions, to be held within the same week which the Exposition has selected, by a large number of national and international dairy groups, including

## INFORMATION PLEASE

Your Firm Name

Address

Your Name

Your Title

To New Products Department,  
Ice Cream Field  
19 West 44 Street  
New York 36, N. Y.

I would like to know more about the following New Products mentioned in the May issue.

(Print Identifying Numbers)



International Association of Ice Cream Manufacturers, Milk Industry Foundation, National Association of Retail Ice Cream Manufacturers, American Butter Institute, Evaporated Milk Association, Dairy Industries Society, International, National Association of Dairy Equipment Manufacturers, Dairy Suppliers' Foundation and National Ice Cream Mix Association.

Quite a bit of good natured competition among DISA committeemen was engendered in the designing of the booklet. The seven members of the Exposition Attendance Promotion Committee—S. E. Crofts, Batavia Body Company, Inc., Chairman; N. D. Grasty, Crown Cork & Seal Company; F. G. Jones, Creamery Package Manufacturing Company; L. Z. Mathany, Foote & Jenks, Inc.; Rex Paxton, Sutherland Paper Company; George W. Peck, Thatcher Glass Manufacturing Company, Inc.; and W. S. Stinson, Cherry-Burrell Corporation—each submitted one or more designs for the cover of the booklet. The design which was selected was chosen by a vote taken at DISA's thirty-third annual meeting in Chicago, March 6.

It is an aerial view of Navy Pier, where the Exposition will be held, with Chicago's skyline looming in the background and was submitted by F. G. Jones; second choice was the entry of Rex Paxton; all designs were excellent, and the balloting on them was close.

The booklet is available at no cost to anyone in the dairy industries who requests a copy from Dairy Industries Supply Association.

## HI-LOW VANILLA 4

After receiving requests for a vanilla that would work with a low butterfat product, Masseys Vanillas Inc., after a number of experiments in the laboratory and in ice cream plants, is making a vanilla especially designed for flavoring low butterfat frozen products. It is called Hi-Low Special Imitation Vanilla and comes in double strength, fourfold strength and eightfold strength. A sample will be sent upon request.

## STORAGE FOUNTAIN UNIT 5

The Grand Rapids Cabinet Company has developed a new idea in service units for the promotion and sale of ice cream products. The line-up illustrated represents a full storage fountain unit with work space in the top surfaces for the preparation of fountain items. By the use of extended top surfaces over the ice cream compartments, hot fudge or hot butterscotch units can be located together with run-

*Announcing...*

**BASICALLY NEW, PATENTED METHOD OF CARBONATION**

*producing*

**GAS-FILLED WATER BUBBLES**

*Here's how it works!*

Under new carbonation method carbonated tap water jetsomes at high velocity in pressure tank containing CO<sub>2</sub> gas. Special jet intake nozzle forces water to circulate the body of water stored within the tank. This action causes breakdown of water surface tension. Formed carbonated bubbles filled and surrounded with CO<sub>2</sub> gas. No refrigeration is necessary, yet continuous 100 or 500 gallon hourly production of a super-charged, resulting carbonated beverage that's many times more active and zestful.

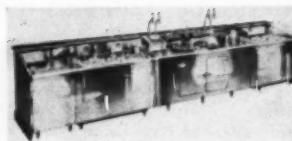
U. S. PATENT No. 2,588,677

• For the first time since 1807 there's been a basic new development in the method used to carbonate water! This sensational new patented principle—exclusively the property of Carbonic Dispenser, Inc. . . . produces a higher degree of carbonation twice as fast as any method. No mechanical agitators or pre-cooling is necessary.

Get the full facts now by writing Carbonic Dispenser. You'll want to know how these remarkable new super-charger carbonators and only super-charger carbonators affect your business by producing more palatable beverages in less space with less trouble at less cost.

**CARBONIC**  
DISPENSER INC.

GENERAL OFFICE: CANFIELD, OHIO  
WEST COAST OFFICE: 1851 RANDOLPH ST. • LOS ANGELES, CALIFORNIA



ning water disher vat and waste chute with removable stainless steel waste can. By the use of the  $\frac{2}{3}$  fountain type lids, adequate space is provided between the lid and the backsplash for

malted milk mixers at operating level. All units are securely bolted together to form one rigid piece of equipment with all top surface joints sealed for a perfect, sanitary assembly.

#### SAFE-T CONES

6

Early this year the Safe-T Cone Company announced the new Tri-Pak cone assortment to accelerate the multiple dipping of ice cream cones. This step was taken on the basis of field



tests made last summer which convinced the company's management that only with a multiple dip cone could the retailer offer the consumer a visible and satisfactory value at a profit.

Visible dispensers offer the customers a choice of colors and cone capacities ranging from a ten-cent double dip in the traditional vanilla, to a super double dip in a caramel cone at fifteen cents and a strawberry pink Pikes Peak with a mountain of ice cream at twenty or twenty-five cents.

The cone firm is convinced on the basis of early retail reports that this program of multiple dip cones will bring about a marked improvement in cone sales and bulk volume which will compare favorably with the increase which came to bottled beverages with the introduction of the automatic coin dispensers.

#### "HALO LIGHT" SIGN

7



The new principle of "halo light" is illustrated by this sign which Kannapel's Dairy uses for point-of-purchase sales promotion. Light from the hidden fluorescent tube is transmitted through the plastic face to form a brilliant rim at the outer edge. Neon Products, Inc., is the sign manufacturer.

#### SUNDAE SERV-ETTE

8

Leer Manufacturing Company has placed on the market its "Sundae Serv-Ette" designed for attachment to ice cream cabinets in "dry" outlets. The unit transforms the cabinet into

**this**  
**is**  
**spindle**  
**no. 3**

**NEW MULTIMIXER-3**  
**SPINDLE**

**PRINCE CASTLE** Sales Div., Inc.  
La Salle - Wacker Bldg.  
Chicago 1, Illinois

"a small fountain," according to a spokesman for the manufacturer.

The "Serv-Ette" utilizes the refrigeration of the ice cream cabinet. There are no pumps and no mechanical parts. Its exposed parts are made of plastic composition, with chrome trim. Sanitary stainless steel ladles are attached to the lids of the topping compartments.

Additional details and literature are available on request.

#### FOUNTAIN DISPLAYS 9



Dixie Cup Company has announced a new series of point-of-sale material now available to fountain accounts. The series includes fourteen full-color cut-outs of popular fountain items, including five sundaes, four sandwiches, two fruit drinks, and three sodas.

The cut-outs are more than double life size and were reproduced from color photographs of actual fountain servings. An illustrated sheet suggesting ways to most profitably display the cut-outs is sent with each set.

In addition, Dixie has designed a new streamer for window and backbar use. A vertical strip in four colors, it features the Dixie slogan, "A Drink Tastes Better When You Know the Cup is Clean."

#### COUNCIL ARTICLE

10

A new summary of recent and additional scientific evidence on ice cream and its nutritional value as human food has been published in "A Review of the Food Value of Ice Cream," appearing in the current issue of *Dairy Council Digests*, a bi-monthly publication of the National Dairy Council.

Eleven recent scientific sources are referred to as basis for the summary which states:

1. The nutritional value of a human food depends upon its nutrient content; its digestibility; and the extent to which its nutrients are utilized within the body.
2. One-sixth quart (average serving) of an average commercial vanilla ice cream can supply an individual with significant amounts of his daily need for riboflavin, vitamin A, fat, calcium, phosphorus, and important amounts of energy, protein, and thiamine.
3. Ice cream is highly digestible which makes the nutrients it contains readily available to the body.
4. Ice cream contains a variety of nutrients which tend to favor their efficient use within the body.

#### "CAVALIER" DISPLAY 11

Middle West Display and Sales Company has introduced its V. M. "Cavalier" shadow box display for point-of-sale use to stimulate impulse purchases of ice cream. A full color "Trans-Photo" transparency comes with each unit.

The display features a white enamel finished front, all metal housing, slotted top to accommodate manufacturer's



name, and dimensions approximating 13 1/4" wide by 15 1/4" high.

The top and color transparency light up when the display socket is installed. The "Cavalier" comes complete with bulb, socket and cord, ready to plug in.

#### SILK-EE

12

R. G. Moench and Company has developed a base for ice milk products called "Silk-ee." The result of research on the part of the Moench concern and the dairy department of a leading university, "Silk-ee" is designed for use in manufacturing soft ice milk with a thirty-two per cent overrun, and in producing packaged hard ice milk with a seventy per cent overrun.

A spokesman for the company cited the increased consumer demand for ice milk products and said that "Silk-ee" will help ice cream manufacturers cash in on this trend.

#### SIDEWALK SIGN

13

Mulholland-Harper Company, designer and manufacturer of advertising signs, currently is featuring a side-



## It's Amerio for the Finest in Refrigerated Bodies

Designed for your greatest convenience. Styled to compel recognition and charm. Built to endure, but never cumbersome. "Amerios" transport and deliver your goods as good as you made them.

SELF-CONTAINED  
DRY ICE  
AMMONIA

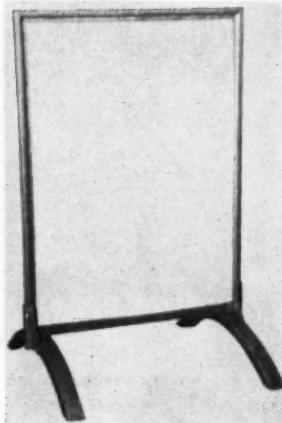
Let Us Quote



REFRIGERATING EQUIPMENT CO., INC.  
328-36 Forty-Fourth St., Union City, New Jersey

"Serving The Better Buyers"

DRY ICE EQUIPMENT  
REFRIGERATED EQUIPMENT



walk frame sign that measures twenty-eight inches (see accompanying illustration). Each sign weighs eleven pounds and is available with black or aluminum baked paint finish. The frame has a welded construction and uses 4  $\frac{1}{8}$ -inch screws to hold the legs and insert together.

Mulholland-Harper also manufactures the standard insert for these frames. Inserts are constructed of eighteen gauge steel and are finished with high baked enamel.

#### BLACKBERRY FLAVOR 14

Robert P. Christiansen Company, distributor of dairy supplies, ice cream flavors, and toppings, now is acting as sole representative for Dickinson's Wild Mountain Blackberry ice cream flavoring and topping. Modern equipment and three generations of "know-how" are employed in producing this new flavor. The blackberries are har-

vested by trained field crews, immediately frozen at sub-zero temperatures, and held in frozen storage until processed for use. The flavor is not a puree, and not synthetic, the producer states, it is the whole berry in its natural state.

#### HAYSEN TRADEMARK 15

The HaySEN Manufacturing Company, manufacturer of automatic wrapping machines, has adopted new styling for its trade name. The style of the name "HaySEN" now has the slogan "It pays to wrap the HaySEN way" incorporated in a grey banner above and tying in with the name HaySEN when used in the logotype. Below this logotype are the words: "Since 1910, One of the World's Largest Wrapping Machine Manufacturers."

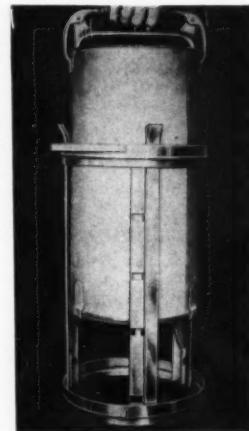
This newly-styled logotype will be used in all advertisements, and as a base for each advertisement, ten packages of various foods, including dairy products, will be shown in miniature half-tone illustrations.

#### SWEDEN FOLDER 16

How a fountain freezer can make money for any establishment that sells ice cream is told in a folder issued by the Sweden Freezer Manufacturing Company, that is available on request. "The Sweden Method at the Mocha Shop" tells how a Seattle fountain lunch operator reduced his labor and food costs by installing two freezers.

#### TRIESTRAM UNIT 17

H. L. Triestram, Inc. has developed a new device for elevating ice cream in cabinets, enabling waist-high dipping and preventing the cans from spinning



while dipping. The device is made to fit all shapes of cabinet compartments.

The frame of the elevator is placed in the cabinet and it remains there until the cabinet is to be cleaned or defrosted. The false bottom on the bulk can is snapped before the can is lowered into the cabinet. When the depth of the can becomes uncomfortable for the dispenser, he lifts the can cuts off the surplus paper, and dips again at waist height. This procedure is repeated until the can is empty.

#### COFFEE MARBLE 18

Cleveland Fruit Juice Company has introduced "Coffee Marble" for the manufacture of vanilla ice cream variegated with coffee. The firm is supplying ten-inch by twenty-inch fountain strips for merchandising the new flavor. Sales Manager T. A. Doherty says: "Do you like cream in your coffee? Then you'll love this coffee in your cream."

## YOU CAN \*GO AND \*GROW BIG!

with GUNDLACH "MONTHLY FEATURE PROMOTIONS"  
which have everything needed to increase sales

- campaign kits to dominate dealers stores.
- coordinated radio TV & newspaper programs.
- largest supply of point-of-purchase advertising in the industry exclusively for the dairy industry.

## G. P. \*GUNDLACH & CO.

"SERVANTS TO THE DAIRY INDUSTRY"

Clip and Mail Coupon Today

G. P. Gundlach & Co.  
Box "A", Cincinnati 3, Ohio  
Send complete details on  
monthly promotion plan for \_\_\_\_\_  
monthly promotion plan for \_\_\_\_\_  
have Gundlach account executive call  
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_



---

## people

---

### JACK DORN JOINS CARDOX

Jack Dorn has been appointed Sales Manager of the metropolitan New York branch of Cardox, Inc., dry ice manufacturer. Headquarters are at the Jersey City, New Jersey plant.

Mr. Dorn, a veteran of thirty-eight years in the industry, assumed his duties at Cardox after recuperating from a lengthy illness. He spent the winter in Florida to recover his health.

### MEADOW GOLD POST TO PHLEGER

Gale Phleger has succeeded Bert Salyers as Manager of the Meadow Gold Dairy operation in Hutchinson, Kansas. Mr. Salyers resigned recently.

### ARTHUR ROWE DIES

Arthur W. Rowe, associated with General Ice Cream Corporation for more than thirty-five years, and President of the New England Association of Ice Cream Manufacturers, died April 4. Funeral services were held at the Beecher and Bennett Funeral Parlors, New Haven, Connecticut, April 7.

### WEIGOLD SUCCEEDS ROWE

The Board of Directors of the New England Association of Ice Cream Manufacturers has elected Arthur G. Weigold, Torrington, Connecticut, as President to fill the unexpired term of the late Arthur W. Rowe. The Board met in Boston on April 17.

Donald E. MacIntyre, General Ice Cream Corporation, Bridgeport, Connecticut, has been elected Vice President of the association. He will fill the unexpired term of Mr. Weigold.

### O'NEAL M. JOHNSON DIES

O'Neal Makemson Johnson, fifty-seven, died at his home, 7204 Hampden Lane, Bethesda, Maryland, on April 6. Mr. Johnson, a Certified Public Accountant, was Assistant Treasurer and Manager of the Department of Statistics and Accounting of the International Association of Ice Cream Manufacturers, a post he had held for the past quarter of a century.

Mr. Johnson was educated at Antioch College and Valparaiso University, receiving a Bachelor of Science degree in accountancy. In addition to his work with the ice cream organization, he acted as consultant to other trade associations in the field of statistics and cost accounting. He was active in professional organizations, being a member of the National Association of Cost Accountants, the American Institute of Accountants, the American Statistical Association, the American Trade Association Executives, and the Washington Trade Association Executives.

He was a life member of the Scottish Rite Lodge in Columbus, Ohio, and the Military Order of the World War. He was a pilot in the Air Force during World War I with the rank of Lieutenant. He was an Elder in the Chevy Chase Presbyterian Church, a member of the Montgomery County Civic Federation and other community organizations.

He is survived by his wife, Hazel W. Johnson, a son Charles W. Johnson, and one grandson, also two sisters, Miss Elizabeth B. Johnson and Mrs. Harold S. Fowler, both of Toledo, Ohio.

Mr. Johnson had requested that no flowers be sent to his funeral, but that donations be made to the O'Neal M. Johnson Memorial Cancer Fund, 1105 Barr Building, Washington, D. C.

## A NEW AND FINER Keystone BODY FOR IMMEDIATE DELIVERY!

750 GALLON CAPACITY

- New streamlined design
- Lightweight
- Self-contained refrigeration
- All-aluminum exterior
- New type doors



Keystone engineers have done it again! — A new streamlined beauty incorporating all of the well known design features favoring years of lasting service.

WRITE TODAY  
FOR DETAILS

KEYSTONE WAGON WORKS, INC., ALLEGHENY AVE. and C ST., PHILADELPHIA 34, PA.



(L. TO R.): STEWART, VAN BOMMEL, HARTEL, CALIRI

### NATIONAL DAIRY PRODUCTS ELECTS

L. A. Van Bommel, President of National Dairy Products Corporation for the past eleven years, was elected Chairman of the Board of Directors at the April 17 meeting of the Board in New York City.

E. E. Stewart, Executive Vice President since 1950, was elected President to succeed Mr. Van Bommel, and Thos. H. McInerney, founder of the company and Chairman of the Board since 1941, was named Chairman Emeritus.

Reed Hartel, who has served for ten years as Secretary of National Dairy Products Corporation, has been elected to the position of Assistant Vice President. At the same time, Joseph L. Caliri was named Secretary of the company.

### LIMPERT TOURS EUROPE

Gregory Limpert, Limpert Brothers, Inc., Vineland, New Jersey, manufacturer of flavors, nuts and fruits for the ice cream industry, is traveling through Europe visiting France, Italy and Greece. He is checking the Limpert sources of raw materials — walnuts, cherries and other fruit specialties.

### FAIRMONT FOODS APPOINTS TWO

Fairmont Foods Company, Omaha, has named Neil V. Bedell general auditor.

Formerly supervising auditor of the New York zone of Standard Brands, Inc., Mr. Bedell will be in charge of auditing of the entire Fairmont Foods Company system. The firm has branches and plants in thirty-three states.

Fairmont Foods also has named Gordon Jensen as General Sales Manager of the Omaha branch. Mr. Jensen was formerly Chicago Market Manager of the Pet Milk Com-

pany and prior to that was associated with the Great Atlantic and Pacific Tea Company for five years.

### FIRST CHILD FOR THE POLIKOFFS

Mr. and Mrs. Harry Polikoff have announced the birth of their first child, Nancy Dell, on February 25. Mr. Polikoff is an attorney prominent in the affairs of New York ice cream manufacturers. Mrs. Polikoff is the former Ethel Newman, and before her marriage was an executive of Ice Cream Novelties, Inc.

### SUTHERLAND APPOINTS FOUR

Sutherland Paper Company announces a realignment of its field staff with the addition of four new territories.

N. V. Churchill has recently joined the sales force. Previously, he was Sales Promotion Manager for James Heddon's and Sons. His territory will include southeast Missouri, southern Illinois, western Kentucky and the wholesale specialty trade in St. Louis.

Jack Dykema, former Assistant Sales Manager of Pennsylvania Glass Product Company, also has joined Sutherland Paper. With headquarters in Syracuse, Mr. Dykema's territory will comprise central New York State.

Theo G. (Ted) Knoth brings to the Sutherland Paper Company sales force a background of twenty years' experience in the paper jobbing business. He has been assigned to the Pittsburgh territory where he will handle both jobber and direct sales.

H. L. Robertson will represent Sutherland in approximately two thirds of North Carolina and all of the State of South Carolina. He will make his headquarters in Charlotte, North Carolina.

(L. to R.): DYKEMA, CHURCHILL, ROBERTSON, KNOTH



ICE CREAM FIELD, May 1952

## BRADLEY MALONE HONORED



B. E. MALONE

Bradley E. Malone of 2624 Wells Avenue, Raleigh, has been named by Cecil F. Dawson, President of the Dixie Cup Company, as the outstanding salesman for 1951 in the Dixie Cup sales organization.

Mr. Malone is a general line salesman and territory manager for North Carolina, and has been with Dixie Cup since 1934. In 1938 he was one of the men selected by the company to open the new Dixieland plant for Dixie Cup at Darlington, South Carolina, and he set up the sales and sales service organization there.

The selection of Mr. Malone as the outstanding salesman in the Dixie Cup sales organization for 1951 was based upon the development of substantial new business, well-rounded selling of the entire line of Dixie Cup products, efficient and capable management of his territory, ingenuity in meeting unusual situations, and a high degree of cooperation throughout the year.

Earlier, Mr. Malone had been named as the Outstanding Salesman in the South Atlantic sales region at a presentation banquet held in Jacksonville, Florida, early in December.

## McGUFFEY REJOINS KOLD-HOLD



O. S. McGUFFEY

included a number of years of engineering work in motor coach and bus body manufacturing, and service with the Kelvinator Corporation in Detroit.

He previously started working for Kold-Hold at its inception in 1932 and worked on the introduction of the company's original products. Following this, he did considerable work in developing proper units for truck refrigeration and similar applications, including sub-zero industrial cabinets and stratosphere chambers.

## JORDON APPOINTS TWO REPRESENTATIVES

Jordon Refrigerator Company, Philadelphia, Pennsylvania, has announced the appointment of John E. Mack as factory sales representative in the midwestern states of Ohio, Indiana and Michigan. Mr. Mack maintains his headquarters at 1870 Northwest Boulevard, Columbus, Ohio, and will handle the complete Jordon line of home and farm freezers, reach-in refrigerators, beverage coolers, frozen food and ice cream merchandising cabinets.

Jordon also has appointed Fred D. Adams, of Adams Sales Company, Waterloo, Iowa as factory sales representative. Mr. Adams will cover North Dakota, South Dakota and Nebraska for the Jordon commercial and domestic lines; Iowa and Minnesota for the domestic line only.

## ELTON F. HESS GETS SALES POST



E. F. HESS

Elton F. Hess has been appointed manager of ice cream and frozen food cabinet sales for Schaefer, Inc., it was announced last month by B. W. Hanson, President.

Mr. Hess, who has been with Schaefer, Inc., since 1943, has been district factory representative for the company, covering Minnesota, Wisconsin, Iowa, North Dakota, Nebraska, Montana and Wyoming. Before joining Schaefer, Inc., he was with Tecumseh Products, Tecumseh, Michigan, and prior to that spent ten years in the milk and ice cream business. He is a graduate of the University of Minnesota.

In addition to manufacturing ice cream and frozen food cabinets, Schaefer, Inc. manufactures Pak-A-Way home and farm freezers. The company maintains factory or district offices in all principal cities.

PREREQUISITE TO FINE ICE CREAM

Beck's

Always Finer

VANILLAS

BECK VANILLA PRODUCTS COMPANY  
General Offices and Factory: EAST ST. LOUIS, ILLINOIS



Left to Right:  
ROBERT A. PHAIR  
PAUL KOHNSTAMM  
ROBERT H. PULVER  
WILLIAM H. NELSON

## H. KOHNSTAMM PROMOTES FOUR

Encompassing a long-range expansion program, Louis J. Woolf, President and Chairman of the Board of H. Kohnstamm and Company, Inc., manufacturers of certified food colors and flavors, announces the promotion of four of the firm's members.

Robert A. Phair, with Kohnstamm since 1912, has been named a Vice President. Mr. Phair has been serving as Secretary of the company.

Succeeding Mr. Phair as Secretary will be Paul Kohnstamm, son of the late President. He joined the organization six years ago.

Robert H. Pulver, who has been named as a member of the Board of Directors, will also manage Kohnstamm's mid-western sales operation.

William H. Nelson, with the firm for thirty years, will now assume the duties of Assistant Secretary.

## O'BRIEN JOINS CHRISTIANSEN FIRM



E. L. O'BRIEN

Eugene L. O'Brien, Vice President and Secretary of Thomas J. Webb Coffee Company, has resigned to enter into partnership with Robert P. and Arnold G. Christiansen in the firm of Robert P. Christiansen Company, Chicago distributors of dairy supplies, ice cream flavors and topping.

The Christiansen company is the sole representative of Dickinson's Wild Mountain Blackberry Ice Cream flavoring and topping.

A graduate of De Paul University in 1936, Mr. O'Brien started his business career with John Sexton & Company, wholesale grocers. In 1941 he joined the Thomas J. Webb Coffee firm in a sales capacity, and covered the retail, industrial and institutional trade. In 1946 he was named Secretary of Webb, and was made Vice President in 1950.

## FOUR CHANGES AT SCHAEFER

Schaefer, Inc., manufacturer of ice cream cabinets, frozen food cabinets and Pak-A-Way home freezers, has made four changes in personnel, according to an announcement by Robert B. Norris, Vice President.

Joseph H. Schneider, formerly assistant production man-

ager, has been made factory superintendent. Richard E. Smith, formerly of Milwaukee, has been made design engineer; and Carroll A. Ray is now sales promotion manager. Mr. Ray formerly was associated with Edwin Wasey and Company, advertising agency. Raymond R. Bishop has been appointed field sales correspondent and will assume part of the duties formerly handled by A. H. Rose, sales manager, who recently resigned.

## HAL TELLIER RETIRES

Since June 1910, when G. H. Tellier (called "Hal") received his B.S. Degree at Iowa State, he has been active in the dairy industry. First he was an assistant to Professor George McKay, Secretary of what was then known as the American Association of Creamery Butter Manufacturers and now known as the American Butter Institute; then for four years as an Assistant Iowa Dairy Commissioner.

In 1915 he became a salesman for the J. G. Cherry Company; then an assistant to Howard Cherry who was Sales Manager, later becoming the first Cherry-Burrell Cedar Rapids Branch Manager in 1928.

Now forty-two years after starting his career in the dairy industry, he has retired. At a dinner in his honor on March 11, his former associates of the Cedar Rapids Branch presented him with a Johnson Sea Horse Outboard Motor. Knowing that the only thing he would rather do than catch a small mouth bass is to catch two small mouths, it is certain a fair part of his well earned retirement will be spent burning gas in his new Johnson Sea Horse.

He has been succeeded as manager by Sheldon W. Thompson. Mr. Thompson joined Cherry-Burrell in 1945 and became Branch Sales Engineer at Charlotte, North Carolina. He was transferred to Cedar Rapids as Branch Sales Engineer in July 1951 and March 1, 1952 was made the Cedar Rapids Branch Manager.



G. H. TELLIER



S. W. THOMPSON



H. SCHAFER



J. MACDOUGALL

### SAVAGE NAMES SCHAFER, MacDOUGALL

The Refrigeration Division of Savage Arms Corporation has named Herman Schaffer as sales representative in the Pittsburgh area, it was announced recently by Weston Vogel, Sales Manager. This sales territory includes western Pennsylvania, eastern Ohio, Virginia and West Virginia, with headquarters in Pittsburgh.

Mr. Schaffer is well known in the ice cream field, having been associated with one of the country's largest ice cream manufacturers for the past twenty-five years, in charge of refrigeration maintenance.

James ("Mac") MacDougall also has joined the sales staff of the Refrigeration Division. His territory covers the Pacific Coast, with headquarters in San Francisco.

"Mac" MacDougall goes to Savage after eight years with two of America's great ice cream manufacturers, Borden and Carnation.

### PETERSON APPOINTS SLADE



CHARLES A. PETERSON, head of the nut manufacturing firm, summarizes current nut market conditions in the accompanying news story.

Charles A. Peterson, President of the Charles A. Peterson Company, Cleveland manufacturer of nut meats, has announced the appointment of William Slade as eastern sales representative. Mr. Slade makes his headquarters in Dalton, Pennsylvania, and will work with brokers calling on the ice cream trade. He will cover the territory east of Buffalo, New York, through New England, and south to South Carolina.

In a summary of the nut market as of April 21, Mr. Peterson said that the pecan market "still is weak. In some sections there is a tendency to firm. Walnuts are a good buy, with imports dropping off due to hot weather and California prorating a factor. Prices may go higher," he cautioned.

Filberts and black walnuts were classified as "good buys" by Mr. Peterson. The situation with regard to almonds remains unchanged. Black walnut prices may go higher, he added.

### GUNDLACH ANNOUNCES STAFF CHANGES

Robert J. Hughes, retail food, marketing and sales promotion counsel, has been appointed assistant to the vice presidents in charge of sales promotion and production for G. P. Gundlach and Company, Cincinnati, merchandising and research counsel to dairy plants.

Mr. Hughes, whose special avocation is the development of new servings and new uses for foods, will have opportunity to develop new servings and uses for ice cream, milk and other dairy products.

He will act as assistant to George B. Gundlach, Vice President in charge of promotion, and Louis Lampe, Vice President in charge of production.

Dairy plant operators in the northern Ohio and western Pennsylvania area will have the assistance of Al J. Martone, widely-known in the dairy field for two decades, who has become associated with the Gundlach company.

Mr. Martone, who will serve dairymen as a Gundlach field consultant and account executive in facilities for marketing, sales promotion, and plant technology, research and management, is widely known throughout the dairy industry for his effective merchandising techniques. He will maintain his headquarters in the Cleveland area.

Blaine Phillips, serving as a field consultant for the Gundlach organization in the dairy areas of Missouri, Kansas, Nebraska and Colorado, will also be an account executive.

Mr. Phillips serves the four-state area from headquarters established in his home city of Ottawa, Kansas.

J. C. McGowan, native-born Texan, has been appointed as an account executive. Mr. McGowan will handle Gundlach operations in Texas and Oklahoma.

### HITE LEAVES HIAWATHA CONCERN

C. C. Hite, President and General Manager of the Hiawatha Dairy Products Company, Hiawatha, Kansas, has resigned and sold his interest in the company. Roy V. Nelson has succeeded him as President. Lee Beldin of Crete, Nebraska, has been employed as Manager.

### BRONSTEIN SELLS MEYENBERG HOLDINGS

Lou Bronstein has sold his holdings in the Meyenberg Milk Company, San Francisco, to the company. Mr. Bronstein, original owner of the Coast chain of ice cream stores which later became part of the Good Humor Corporation of California, was Chairman of the Board and General Manager of all Meyenberg operations at the time of his resignation. He is now on an extended tour of Europe.

RUSSELL L. SEARS has been elected a Vice President of the Lynch Corporation. Mr. Sears came to Lynch Corporation in 1944 as Sales Manager of its Compressor Division, and was promoted last year to General Sales Manager of the Ohio Divisions of the corporation. He will continue to base his duties at the company's Toledo office, 3600 Summit Street.





## 43rd Flavor Convention Set For May 25-28

THE FORTY-THIRD annual convention of the Flavoring Extract Manufacturers of the United States is scheduled to be held at the Edgewater Beach Hotel in Chicago from May 25 to 28.

A well-balanced business program has been planned for management, sales and production personnel. Outstanding authorities in their fields will discuss a wide variety of timely topics to help the flavoring industry do a better job of producing and selling. Among the prominent speakers who will appear on the convention program are Victor H. Gies, Vice President in Charge of Sales and Advertising, Mars, Inc.; Professor Paul S. Lucas, Dairy Management, Michigan State College, and a national authority on ice cream; Dr. William B. Bradley, Scientific Director of the American Institute of Baking; Don Grimes, President of I.G.A., who will discuss "Trends in the Retail Grocery Field"; and H. B. Cosler, General Products Division, U. S. Quartermaster Corps, who will discuss the requirements of flavorings used in the many food products sold to the Quartermaster Corps for the armed services.

Management personnel will be interested in the subject "Price Control Problems and Prospects," to be discussed by Robert H. Bingham, Research Economist, Grocery Manufacturers of America, Inc. Of further interest will be "Wages and Hours," and application of this legislation will be explained by Thomas O'Malley, Regional Director, Wages and Hours Division, U. S. Department of Labor. Dr. Clarke E. Davis will offer an address titled "Industry's Supply Outlook"; and the association's attorney and Executive Secretary, John S. Hall, will review the industry's legal and legislative problems.

Of interest to all technical personnel will be the address of Dr. Roy C. Newton, Vice President and Technical Director of Swift and Company, who will speak on "Chemicals in Foods."

A full schedule of social activities has been arranged. The Edgewater Country Club has been selected for the annual Golf Tournament and Outing, which will be held May 26.

Room reservations for the period of the convention may be made now by contacting the Edgewater Beach Hotel. Members of the Convention Committee are Chris Christensen, Charles Pfizer and Company; William B. Durling, William J. Stange Company; William H. Hottinger, Jr., Bowey's, Inc.; S. M. Kleinschmidt, Liquid Carbonic Corporation; and E. H. Heinz, Jr., Food Materials Corporation.

### Beach Heads Milk Institute

B. F. BEACH of Michigan Producers Dairy, Adrian, Michigan, was re-elected Chairman, and Tom G. Stitts of H. P. Hood & Sons, Boston, Massachusetts was chosen Vice-Chairman of the American Dry Milk Institute at the group's twenty-seventh annual convention, held last month in Chicago. New directors added to the Board were C. M. Carlson of Dairymen's Cooperative Creamery of Boise Valley, Caldwell, Idaho; Roy Yoder, Golden State Company, Ltd., San Francisco, California; and Ransom Bennett, Jr., Bennett Creamery, Ottawa, Kansas. All other directors whose terms expired were re-elected.

Members of the Institute were told that since they are now working one-third of their time to provide funds for Government spending, they had better consider the government of the United States a part of their business.

This was the core of a talk by Congressman John Phillips of California, a member of the House of Representatives Appropriation Committee. His address was the feature of the annual luncheon on April 18.

Speaking of the subject, "On the Horizon," E. W. Tiedemann, Chief of the Dairy Branch, Office of Price Stabilization, after outlining the work accomplished and that which lies ahead, surprised his audience by announcing that he was to quit his Government work on May 18. Previously he had explained that under the Defense Production Act as amended, the OPS has in fact no control over fluid milk prices "at the producer level." He also said that after nearly a year on the job, studying situations and consulting indus-

try, the dairy branch now has definite instructions to prepare "tailored regulations" for all manufactured dairy products.

W. A. Gordon, editor of the *Dairy Record*, gave a summary of the two-day meeting and followed with some comments of his own.

"We should take from our minds, the fear of surpluses—we need more production," he said. "All the figures presented here as to production have indicated an alarming lag in production as compared to population growth—even at the present low per capita consumption of dairy products.

"The nonfat solids of milk are entering a new phase in dairying, as a supplement to butter, which we have long called 'the balance wheel of dairying.' Hence this remarkable growth in household package sales is significant. The nonfat solids are of such great food value in relation to price that they should carry more of the price load, and thus permit us to sell butter at a lower price to recapture our market.

"I am sorry to hear rumors that the Institute must now operate on a lower budget—certainly  $\frac{1}{4}$ ¢ per pound is not enough to put into the general promotion of dry milk through the Institute. This work has paid handsomely—there is no substitute for money to run the Institute."

## REMA Elects Dube

John E. Dube, President, Alco Valve Company, St. Louis, Missouri, was elected President of the Refrigeration Equipment Manufacturers Association at its annual Board of Directors Meeting held at the Greenbrier, White Sulphur Springs, West Virginia, on March 26.

L. C. McKesson, Vice President in Charge of Sales, Ansol Chemical Company, Marinette, Wisconsin, was elected Vice President. Also elected were Lud Emde, President, Temprite Products Corporation, Birmingham, Michigan; Treasurer; and James Emmett, Jr., Vice President, James P. Marsh Corporation, Skokie, Illinois, Secretary.

Newly elected Directors of the Association are: Cecil Boling, The Bush Manufacturing Company, West Hartford, Connecticut; A. J. Defino, Fedders-Quigan Corporation, Buffalo, New York; W. F. Bakke, Sub-Zero Freezer Company, Inc., Madison, Wisconsin; A. M. Esberg, Eston Chemicals, Inc., Los Angeles, California; and F. G. Coggan, Detroit Lubricator Company, Detroit, Michigan.

L. C. McKesson, Ansol Chemical Company, Marinette, Wisconsin, was reelected for a 3-year term as Director-at-large.

## Sanitation Committee Meets

The annual meeting of the International Association of Ice Cream Manufacturers' Sanitary Control Committee was held in Washington, D. C., on March 28. The group met to plan the revision of publications of the association pertaining to plant sanitation, and ways and means of cooperating with the National Conference on Interstate Milk Shipments and other agencies related to sanitation regulation.

The Committee reviewed the work of the Sanitary Standards Subcommittee of the Dairy Industry Committee and the



3A Standards program. Particular emphasis was given to discussion of the current tentative 3A proposals for cleaned-in-place pipe lines, and high-temperature-short-time pasteurizers.

Pictured at the meeting were, seated, left to right: Fred Uetz, representing Harold Miller of the Borden Company, New York; H. B. McCloskey of Abbotts Dairies, Philadelphia; Walter Ahlstrom, Carnation Company, Los Angeles; Dr. Carl Larson, Dairy Products Improvement Institute, Buffalo, New York; F. M. Skelton, General Ice Cream Corporation, Schenectady, New York. Standing: Robert C. Hibben of the IAICM; Dr. G. W. Shadwick of Beatrice Foods Company, Chicago; E. J. Robert, representing Ray O. Tardiff of the Breyer Ice Cream Company, Philadelphia; H. F. DePew of the Luick Ice Cream Company, Milwaukee, Wisconsin; and D. H. Williams of IAICM.

## Retailers Plan Convention

PLANS for the September convention of the National Association of Retail Ice Cream Manufacturers were discussed at the group's annual Spring Planning Conference, held April 23 and 24 in the Commodore Perry Hotel, Toledo, Ohio. Seventy-five persons attended.

Speakers during the first day of the conference were Dr. R. G. Ramsey, Ramsey Laboratories, Cleveland, on "What's New in the Dairy Products Industry"; and Professor Francis Babione, Pennsylvania State College, on "A Modern Sales Training Program for Retail Ice Cream Stores' Personnel."

The next day, H. McKay Birmingham, Born's Dairy Company, General Chairman of the forthcoming convention, discussed the plans that are being developed for the Chicago conclave. Then Howard B. Grant, Publisher of *ICE CREAM FIELD*, spoke on "The Pros and Cons of Low-Fat Frozen Products." Mr. Grant also discussed the Idea-of-the-Year contest for 1952. Winner of this *ICE CREAM FIELD*-originated contest receives a silver cup for the best sales idea of the year. The contest was won in 1951 by the Franklin Ice Cream Company.

Other speakers included Dr. C. W. England, who reported on the Federal hearings to establish uniform standards for ice cream and related foods; Lloyd A. Greene, who discussed

the association's publications; and Irving C. Reynolds, who described his recent European tour.

Frank A. Maharg, Jr. served as Chairman of the conference. The association's directors met prior to the start of the conference.

## 21,500 Attend Package Show

The twenty-first National Packaging Exposition closed in Atlantic City, New Jersey on April 4 after 21,500 representatives of companies in every type of industry had viewed the latest developments in packaging materials, methods, machinery, equipment and services. The Exposition, and concurrent Conference were sponsored by the American Management Association.

Lawrence A. Appley, President of the A.M.A., described the show at Convention Hall as "the largest, most inclusive and most successful in the entire twenty-one year history of the annual event."

Floyd L. Triggs, advertising manager of Riegel Paper Corp., New York, and new chairman of the packaging exhibitors' advisory committee for 1952-53, noted that this year's attendance at the packaging industry's annual mart was over 5,000 higher than at last year's show and more than 2,000 greater than the previous all-time high recorded at the 1950 show in Chicago.

**For big turnover ONLY!**



**the completely automatic HILL 90XIC**



If it's big turnover you want—it's the 90XIC you need. Big display area, big capacity and automatic defrost system meet the need of Big Supers. Self-contained. Add-a-unit construction for continuous line-ups. Write for catalog.

C. V. HILL & CO., INC., Trenton 1, N. J.

## Texas Course Scheduled

The fourth annual Dairy Manufacturers Short Course will be held at the Department of Dairy Manufacturers, Texas Technological College, Lubbock, Texas from November 19 to 21.

The short course will include lectures and demonstrations on cheese, cottage cheese, milk, butter and ice cream. Qualified speakers on all phases of the industry will be on the program. For further information write to J. J. Willingham, Department Dairy Manufacturers, Texas Technological College, Lubbock, Texas.

## NAMA To Meet In Chicago

The entire fourth floor Exhibit Hall and over one-half of the display rooms on the seventh floor of Chicago's Palmer House have been sold for the National Automatic Merchandising Association's sixth annual convention and exhibit which will be held September 14, 15, 16 and 17.

General Chairman for the Convention and Exhibit is Ernest H. Fox, President of the Austin Packing Company of Baltimore, Maryland. Mr. Fox said, "Hotel reservation forms have been sent to all members of the Association and the response indicates attendance at this year's Convention will exceed that of any others."

The Chevrolet Motor Division, of Detroit, Michigan, has again reserved space at this year's exhibit.

## Reynolds Heads Michigan Group

At the annual meeting of the Board of Directors of the Michigan Allied Dairy Association held in Lansing on April 10, the following officers were elected for the ensuing year. President, C. L. Reynolds, Pinconnong; Vice President, J. Lyle Littlefield, East Lansing; Treasurer, T. H. Broughton, Detroit; and Secretary, Leonard N. Francke, Lansing.

Directors of the association are: Ivan Maystead, Osseo; Howard F. Simmons, Detroit; Ward Eagle, Farmington; Richard Hoben, Adrian; C. A. Carver, Ann Arbor; J. Neal Lamoreaux, Comstock Park; Richard Lindgren, Muskegon Heights; Robert Lyons, Lansing; Roy A. Cromley, Detroit; L. Glenn Baker, Bad Axe; Frank Cahill, Fremont; Wesley Fleharty, Cadillac; H. E. Anderson, Detroit; C. D. Mallory, Detroit; Lester K. Sedine, Saginaw; John G. Fleischmann, Saginaw; Paul Hiltz, Linwood; Fred Rehse, Flint; and D. R. Edgerly, Grand Rapids. Grand Rapids was chosen as the city for the next convention in February, 1953.

At the annual meeting of the Board of Directors of the Michigan Association of Ice Cream Manufacturers held in Detroit, the following officers were elected for the ensuing year: President, Richard Hoben, Purity Ice Cream Company, Adrian; Vice President, George Byrne, The Borden Company, Detroit; Treasurer, T. H. Broughton, Detroit; Secretary, Leonard N. Francke, Lansing.

Directors of the association include: J. Harvin, Harvin Ice Cream Company, Lansing; Robert C. Wothe, Schlimme Dairy Company, Detroit; Charles A. Carver, Jr., McDonald Ice Cream Company, Ann Arbor; Ted P. Daly, Fairmont Foods Company, Detroit; C. Wesley Ebling, Wesley's Ice Cream Company, Detroit; Lance Thayer, Thayer Dairy, Clare; Robert P. Locke, Golden Locks Ice Cream Company, Kalamazoo; Harlan Lyle, Lyle's Dairy, Dowagiac; Joseph McCluskey, White House Ice Cream Company, Battle Creek; Harold H. Kendall, Detroit Creamery Company, Detroit; Arthur J. McColgan, M & B Ice Cream Company, Saginaw; and Gar Wagner, McDonald Cooperative Dairy Company, Flint.

## Harry Cooke Nominated

Harry L. Cooke was the only nominee for President during the balloting which marked the April 9 meeting of the Maryland and District of Columbia Dairy Technology Society. Mr. Cooke is with Howard Johnson in Baltimore. Glen P. Hoffman, High's Ice Cream, Washington, received the nomination for Vice President. Dr. C. W. England, C. Y. Stevens Dairy Industries, Washington, was nominated as Secretary-Treasurer. About ninety persons attended the meeting, held in Baltimore's Park Plaza Hotel.

## Nebraskans Elect Wescott

New President of the Nebraska Ice Cream Manufacturers Association is Myron R. Wescott, Harding Ice Cream Company, Omaha. He was elected at the group's recent convention, held in Omaha's Hotel Castle in conjunction with the annual meeting of the Nebraska Milk Dealers Association.

Other ice cream association officers are Willard Richardson, Kearney Creamery, Kearney, Vice President; and Arell J. Wasson, Omaha, Secretary-Treasurer. New Directors are Robert Whitemore, Whitemore Platte Valley Creamery, Mitchell; Carl P. Wittrock, Wittrock Dairy, Falls City; and G. F. Patterson, Patterson Creamery, West Point.

## Dr. Gordon On "Psychology"

The April 14 meeting of the Chicago Dairy Mixers was held at the Furniture Club, and featured a talk by Dr. E. F. Gordon on "Business Psychology." Dr. Gordon discussed the use of psychological tests to assess ability of employees and executives. Thirty-one members and guests enjoyed the dinner and lecture.

The Executive Committee of the Dairy Mixers announced that the fourteenth annual golf tournament will be held May 27 at the Rolling Green Country Club on Rand Road.

## Klenzade Seminar Held

The sixteenth annual Klenzade Educational Seminar recently held at Excelsior Springs, Missouri, was attended by more than 400 leaders in the dairy and food industries, nationally known scientists, bacteriologists, public health officials, and sanitarians from virtually every state in the union and Canada.

*for definite satisfaction*

**HOOTON**  
**CHOCOLATE**  
**FLAVORCOAT**

Pail coating made with chocolate liquor for the finest tasting bars . . . adds sales and profits.



•  
**HOOTON**  
**"COATSWELL"**  
MADE WITH COCOA BASE

**HOOTON CHOCOLATE**  
**COMPANY**  
NEWARK 7, N. J.

## Business News

### MARCH ICE CREAM PRODUCTION DROPS

Total United States ice cream production in March was estimated by the Bureau of Agricultural Economics at 41,285,000 gallons—three per cent less than in March last year and seven per cent less than the five-year, 1946-50, average for the month.

On a daily average basis, production declined one per cent from February to March, compared with a seventeen-per cent gain in 1951 and an average rise of sixteen per cent between these months in 1946-50.

The percentage of butterfat in ice cream made this March averaged 11.6, the same per cent reported for ice cream in February but slightly less than that of March last year. March weather was not generally favorable to ice cream production.

Production of sherbet in the United States during March, estimated at 1,400,000 gallons, was up eight per cent from the March, 1951 output and was eighty per cent above the average production for the month in the five-year period, 1946-50.

### FEDERAL HEARINGS CONTINUE

Government hearings on the question of a Federal standard for ice cream and related products reconvened April 7 after a two-week recess. Testimony on optional ingredients to be used in ice cream was heard during most of last month's sessions.

International Association of Ice Cream Manufacturers witness Paul Hammond, Delvale Dairies, Baltimore, Maryland, suggested the addition of cellulose gum as an optional stabilizer for fruit ingredients to the proposed Federal standards. Mr. Hammond said that sodium carboxymethyl cellulose often is used as a stabilizer for frozen fruits in ice cream to improve its color.

Cross-examination of witnesses who discussed surface-active agents was scheduled to begin following the conclusion of the optional ingredients phase of the hearings.

### NUT STORAGE HINTS OFFERED

Chas. A. Peterson Company has issued a circular in which are contained important cold storage suggestions for the nut buyer. "It is absolutely essential," the booklet declares, "that nut meats carried through the summer anywhere in the United States be put into cold storage not later than May 1." Other important points to observe, as listed in the booklet, include:

1. Public cold storage plants with indirect or brine cooling are preferable. However, if plants with direct expansion are used, the operators should be cautioned that any leak of ammonia fumes will turn the skin on the kernels black and make them unsalable.
2. The practical temperature range for storing walnuts is 40° F. maximum to 32° F. minimum, but the temperature may go as low as 25° F. We do believe, however, that raw

nut meats stored as low as 25° F. are inclined to break down sooner after removal from storage.

A temperature of 40° F. should never be exceeded at any time. Due to frequent opening of doors, the temperature of some storage rooms may rise to 45° F. to 50° F. Use of such rooms should be avoided. For best results temperatures should not vary over 5° F. between 32° and 40° F. Raw nut meats keep best in fairly dry air that does not have a relative humidity of over 60-65 per cent. A higher relative humidity may cause mold to grow slowly.

3. Raw nut meats absorb pungent odors and should not be stored in the same room with onions, garlic, fish, cheese, oranges, apples, or any commodity which gives off a strong odor.

If cold stored under the conditions recommended above, nut meats will be just as good when taken out next fall as they are now.

If not cold stored during warm months, spoilage is very likely, especially infestation by the same insects that attack cereals, dried fruit, etc.

### FOOD STORES MANUAL ISSUED

"Fundamentals of Merchandising Ice Cream in Food Stores," a new service booklet for food store managers, has just been published by National Dairy Products Corporation, New York, divisions of which produce Sealtest ice cream.

The phenomenal growth of ice cream sales in food stores is bringing to food store managers increased responsibility for efficient ice cream departments, creating a need for a manual of merchandising practices based on actual experience in successful department operations, according to P. P. Miller, Vice President of the company.

This booklet is designed to show what progress is being made in ice cream merchandising, the important factors in building ice cream volume, and how they can be applied in individual stores, Mr. Miller points out.

Movement of ice cream in food stores is influenced mainly by twelve major controllable factors, which are outlined in the booklet. They are: the display fixture, location of display, department identification, care of the display case, care of the product, pricing and item identification, knowledge of ice cream merchandising, fixed responsibility for the department, related item sales, insulated "carry-home" bags, special promotions, and self-selling packages.

Copies of the twenty-page booklet are available from Sealtest sales representatives and upon request from National Dairy Products Corporation, 230 Park Avenue, New York 17, N. Y.

### DAIRY'S RETAIL OUTLET REMODELS

The MacKenzie Dairy, Keene, New Hampshire, installed a roadside stand about two years ago to retail ice cream at the dairy. This was a new venture and they installed used fountain equipment. The retail store has been so successful that they remodeled this spring and installed new equipment including a fifty-gallon Twin-Serv creamer unit.



VENDING MACHINES were discussed (photo, above) during Vendo Ohio conference by (left to right) Dale Brown, Brown Dairy, Wapakoneta; David R. Patterson, Borden Company, Columbus; and Mel Wainer, Pony Boy Ice Cream Company, Lancaster, Pennsylvania. Jack Burlington, Vendo executive, addressed the conference (photo, left).

#### VENDO SPONSORS CONFERENCE

A "how-to-do-it" conference on automatic merchandising for ice cream manufacturers was held in Columbus, Ohio recently, and proved so successful that more such meetings now are being planned. The one-day round-table was sponsored by the Vendo Company, manufacturers of the Dairy-Vend ice cream bar vendor.

Melvin (Mel) Wainer of Pony Boy Ice Cream Company, Lancaster, Pennsylvania was the featured speaker. Mr. Wainer conducts one of the largest and most successful operations of ice cream vending equipment in the country and is well versed on "how to do it." "Selling Ice Cream Through Vending Machines" was his subject.

Alex Izzard, Vendo sales promotion manager and long time Vendo marketing man, and Jack Burlington, sales manager of the Vendo dairy division, handled topical discussions dealing with the background and growth of automatic merchandising. Vendo sales representative John Howard also took part.

Mr. Burlington, who called his address, "Automatic Merchandising — the Sleeping Giant," described the potential in this marketing medium for increased sales of ice cream. Mr. Izzard talked on "How Do I Begin?" analyzing the how and what of automatic merchandising. Mr. Howard enlarged on "How Automatic Merchandising Provides Plus-Profitable Gallonage."

Forty-two representatives from leading ice cream manufacturers in the Ohio area attended. The meeting was held in the Deshler-Wallick Hotel in Columbus.

#### FLAVORIPE EXPANDS

The Flavoripe Company, Pittsburgh, Pennsylvania, has added new equipment to its plant and has expanded manufacturing facilities to accommodate increased volume and improve service to the trade. To be featured this season are "Nippy" Lemon, Orange and Grape for dairies. These products are made with pure fruit juices. The company also offers a complete line of flavors for the ice cream trade.

#### FUNSTEN APPOINTS REPRESENTATIVE

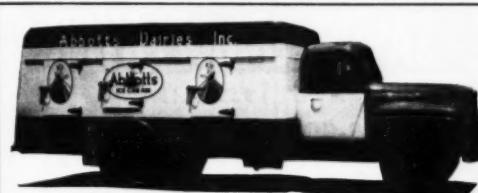
George I. Taylor Company, 24 California Street, San Francisco, California, has been appointed representative in the San Francisco area for the R. E. Funsten Company, nut manufacturers. The Taylor concern will handle the Funsten line of bulk shelled pecans, papershell pecans, vacuum packed pecans, black walnuts and blanched almonds.

#### COURT UPHOLDS DAIRY QUEEN

The Wisconsin State Supreme Court has ruled that the State Department of Agriculture cannot prevent the sale in Wisconsin of "Dairy Queen," a low butterfat dairy product. The department had claimed that the product is sold in imitation of ice cream and is therefore illegal under State law. The Court denied that the verdict will be hostile to the dairy industry's market, and compared the effort to outlaw "Dairy Queen" to the unsuccessful 1925 attempt to prohibit the sale of margarine.

#### FOREMOST REPORTS ON INCOME

Net income of Foremost Dairies, Inc. amounted to \$1,508,493 in the year ended December 31, 1951. This was a record high, according to Paul E. Reinhold, President of the concern. Income in 1950 amounted to \$1,248,886.



"Since the days of the covered wagon"

**BARRY & BAILY CO.**  
2421 No. 27th St. Phila. 32, Pa.  
*Pioneers In All-Aluminum Structure*

#### NOTE THIS:

- ALL ALUMINUM CONSTRUCTION
- CUSTOM BUILT TO SPECIFICATION
- BUILT FOR MAXIMUM PAYLOAD
- BEAUTY IN DESIGN

*All these features are combined with many more to give you LOW, LOW delivery costs and YEARS of hard, dependable service.*

**NEED MORE BE SAID?**

## DIXIE CUP LAUNCHES NEW PLANT



The Dixie Cup Company's continuing post-war expansion program received another boost last month with the start of operations in the new 100,000 square foot Anaheim, California plant (see photo, above).

Located in the heart of the orange-growing country, twenty-eight miles southeast of Los Angeles, the Anaheim plant incorporates every modern facility and is completely equipped with the latest type of machines used in the manufacture of Dixie Cups and containers.

The new plant, a modern one-story production unit, represents an investment in plant and machinery of over \$1,000,000 and brings to six the number of Dixie Cup plants now in operation. A seventh plant produces the highly specialized machinery for the manufacture of the company's products.

## AMERICANA SEES SALES OF \$40,000,000

According to business already booked, Americana Enterprises Company, Inc., New York, sole licensors for Howdy Doody ice cream and frozen stick confections, looks to coast-to-coast over-the-counter sales of Howdy Doody ice cream novelties amounting to \$40,000,000 gross nationwide at the retail level.

The volume foreseen by Americana includes frozen stick confections (chocolate-covered ice cream, cream-and-ice, twin ice, fudge bar) supplied by Americana; pints and half-gallons by Bloomer Bros. and Marathon Corporation; ice cream cake rolls and ice cream and cake sandwiches by Newly Weds Baking Company, Inc.; cups by American Paper Goods Company; and take-home sugar cones by S & S Cone Corporation.

## SURVEY SHOWS DAIRY PRODUCTS USE

Americans drank sixteen per cent more milk and cream per person during 1951 than they did before World War II

in spite of a tremendous increase in U. S. population from 1940 to 1950. Cheese consumption during 1951 was thirty-one per cent higher than the pre-war level; ice cream was up seventy-two per cent; while butter consumption dropped forty-two per cent below the 1935-39 average.

These facts were revealed in a special report, "How Americans Use Their Dairy Foods," issued recently by the National Dairy Council, Chicago, a non-profit, research and educational agency for the U. S. dairy industry.

Proportions of the total milk supply used in various products, as published by the U. S. Department of Agriculture's "The Dairy Situation," were as follows:

	Per cent
Fluid milk and cream	49.4
Butter	24.5
Cheese	9.4
Ice Cream	5.3
Evaporated milk	5.3
Dry whole milk	1.0
Condensed milk	.6
Other	4.5
Total	100.0

Dairy foods provide about thirty per cent of the consumer's food requirements, yet for them, the homemaker spends only fifteen per cent of her food dollar, the report indicates.

## ARDEN MAN WINS PRIZE



The trade character for the Standard Fruit Product Company of Cincinnati, born New Year's Day 1952, has been christened "Sugarnut Stan" by J. B. Brasseur of Arden Farms Company of the Pacific Northwest. President Joe Kniffin has forwarded to Mr. Brasseur the prize, a \$25 Defense Bond, with his congratulations.

Henceforth "Sugarnut Stan" will tell the trade every month of the current Sugarnut flavors and fruits available to ice cream manufacturers.

**McGraw**  
**CONCENTRATE EMULSER**  
*"for the finest in ice cream"*

McGRAW CHEMICAL COMPANY  
 831 SOUTH WABASH AVE., CHICAGO 5, ILLINOIS

**SAVOR THE "CINO" FLAVOR**  
 NEW 1952 LINE  
**FLAVOR-COLOR CONCENTRATES FOR WATER ICE NOVELTIES**

Exceptional quality. Will cost you only 62½¢ to flavor and color 1,000 pieces. **ALL FLAVORS.**  
 Write for samples — each sufficient to make 30 gallons of mix, but be sure to mention kind wanted.

**THE CINO CHEMICAL CO.**  
 412 ELM STREET  
 CINCINNATI 2, OHIO  
 Our 28th Year of Fine Flavor Manufacture

self-service at its very best

# Eskimo—

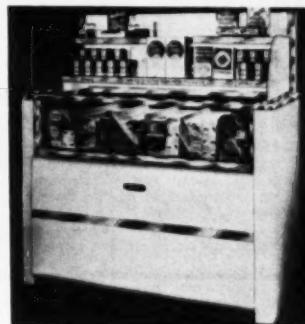
- MAGNETIC APPEARANCE
- BIG CAPACITY
- EASY ACCESSIBILITY
- TROUBLE-FREE OPERATION
- LOW PRICE TAG

## ICE CREAM and DAIRY MERCHANTISERS

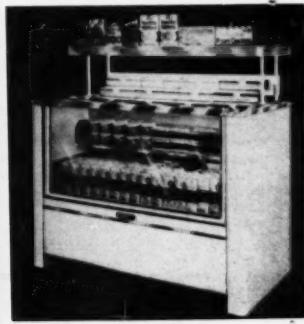
Feature for feature, no other self-service cabinets at any price compare with the sleek, streamlined ESKIMO MERCHANTISERS. Every detail has been carefully calculated to make self-service merchandising as profitable as possible.

### Write ESKIMO KOOLER CORPORATION

916 E. 43rd Street Chicago, Illinois



ICE CREAM CABINET  
56" LONG 30" WIDE



DAIRY CASE  
56" LONG 30" WIDE

### BROWN-BLODGETT EXPANDS

Brown-Blodgett, Inc., St. Paul, Minnesota, has announced the appointment of Charles E. Clark as Sales Manager. Mr. Clark will move to St. Paul from Independence, Missouri, where he now resides.

Harold E. Blodgett, President of the advertising displays firm, reports that his sales force is being enlarged and that new items have been added to the line. Currently being featured are laminated plastic flavor slides with numerals for ice cream cabinet superstructures, and "super pix liters" showing cartons and prices, and said to be "ideal" for food store operators.

### PERFECTION DAIRY OPENS

Perfection Dairy, 7007 Brook Park Road, Palmer, Ohio, opened its milk and ice cream plant and plant retail store last month. Joseph Jelnick is head of the concern.

### NEW STORE FOR MOBLEY FIRM

Mobley's, Ottawa, Illinois, has opened a new \$30,000 store at a downtown parking lot location. Plans are to feature soft-served ice cream. E. D. Mobley, the owner, is active in the National Association of Retail Ice Cream Manufacturers.

### ESKIMO KOOLER NAMES DISTRIBUTOR

C. G. Meyer, Vice President of the Meyer-Blanke Company, St. Louis, and A. T. Tsoumas, Executive Vice President of the Eskimo Kooler Corporation, Chicago, have announced that the two firms have arranged for the distribution of Eskimo Kooler ice cream cabinets and dairy cases in the South and Southwest by the Meyer-Blanke organization. Meyer-Blanke has branches in Kansas, Oklahoma, Missouri, Texas, Louisiana, Alabama, Tennessee, and Georgia.

### BORDEN EARNINGS DROP

First quarter earnings of the Borden Company fell considerably below year-ago levels, reflecting "inequitable price ceilings imposed on the food industry," Theodore G. Montague, President, told the annual meeting of stockholders last month. He assailed the Office of Price Stabilization for failing to grant prompt relief in a period when costs are

rising faster than prices, particularly since the industry is already operating on slender margins, and he called for removal of price controls.

### VOSS SUCCEEDS MARLATT

Harry Voss, for many years affiliated with the Hershey Creamery, Harrisburg, Pennsylvania, has been appointed plant manager of the Foremost Dairies branch in Brooklyn, New York. He succeeds Glenn Marlatt.

### NATIONAL DAIRY SALES UP

Total dollar sales and unit volume of National Dairy Products Corporation showed a good increase for the first quarter of 1952 over the corresponding period of 1951, although profits were somewhat lower, L. A. Van Bommel, President, told stockholders at their twenty-eighth annual meeting on April 17 in the Hotel Biltmore, New York City.

Mr. Van Bommel said that the Company's outlook for 1952 is good, despite slightly higher income tax rates. "We believe," he said, "that we have a good opportunity to make profits that will compare favorably with those for the year 1951. This year we do not anticipate the substantial decline in prices of edible oils which affected our operations adversely in the third quarter of 1951."

Directors re-elected at the stockholders' meeting were: Henry W. Breyer, Jr., President and Treasurer, Breyer Corporation, Philadelphia; Paul C. Cabot, President, State Street Investment Corporation, Boston; Vernon F. Hovey, President, General Ice Cream Corporation, Schenectady, New York; John H. Kraft, Chairman of the Board, Kraft Foods Company, Chicago; P. P. Miller, Vice President, National Dairy Products Corporation, New York; W. S. S. Rodgers, Chairman of the Board, the Texas Company, New York; Clyde H. Shaffer, President, Breyer Ice Cream Company, Philadelphia; and Sidney J. Weinberg, partner, Goldman, Sachs & Company, New York.

An employees' stock option plan was approved. Under the plan, 300,000 shares of the authorized and unissued common stock will be set aside for sale on the exercise of options to be granted to key employees. The purpose is to provide employees with additional incentives and to expand direct ownership of the business among them.

## Classified Advertising

### FOR SALE

**FOR SALE:** Good selection of Freezers, Homogenizers, Pasteurizers, Coolers, Fillers, Storage Tanks, Vacuum Pans, Pumps etc. Write or wire your requirements. Lester Kehoe Machinery Corporation, 1 East 42nd Street, New York 17, N. Y. Telephone—MUrray Hill 2-4616.

**FOR SALE:** Two used ice cream vending buggies and equipment included. Write J. Vann, 137 Stadium Place, Syracuse, New York.

**FOR SALE:** 20 Vendo ice cream vending machines, suitable for vending sandwiches or bars. Just one year old. Shannon Vending Company, 2566 Hollins Street, Baltimore 23, Maryland.

**FOR SALE:** 48 2½ oz. Stainless steel ice cream bar molds, brand new. Cost \$58. Sale price \$30 each. 48 stick holders at \$22 each. 500,000 banded sticks. Immediate delivery. Box 438, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

**FOR SALE:** Increase business 50% up at highway restaurants, ice creameries, etc., operating kiddie and adult carrying miniature railroad. Low investment, high return, stops autos. Act quickly. Railroads, 144 High, Wareham, Mass.

**FOR SALE:** Mills Counter Freezer, 2½ gallon capacity complete with 8 hole cabinet. Must sell within 30 days, good condition, \$750. Mr. Charles Schlesinger, 1785 Lee Road, Cleveland Heights, Ohio. Fairmount 1-9697.

**FOR SALE:** One Ice Cream Body, 750 gal. capacity, oak framing, 6" corkboard insulation, 3 curb-side doors, Kason frost breaker chrome plated hardware, 2½ h.p. Kelvinator compressor unit on left side of body, 4 large Kold Hold plates 2½" x 24" x 60", can compartment in rear. Suitable to use on 1½ ton 84" cab to axle chassis, \$1800. One Ice Cream Body, 750 gal. capacity, 6" corkboard insulation, oak framing, 3 curb side doors, Kason frost breaker chrome plated hardware, 2½ h.p. Kelvinator compressor unit, 4 large Kold Hold plates 2½" x 24" x 60". Can compartment in rear. Body has full skirting. Suitable for use on 1½ ton cab-over-engine chassis, \$2200. McDonald Cooperative Dairy Company, 617 Lewis Street, Flint, Michigan.

**FOR SALE:** 1952 Ford or Chevrolet 1½ ton trucks with insulated bodies, use dry ice, cab type. Reasonable. A. Diamond, 177 Ninth St., Jersey City, N. J.

**FOR SALE:** 10 3-oz. Precision Molds \$12 each. 2 sets 4 oz. "Creamsicle" Molds \$12 each. 4 Twin Pop Stick Holders \$12 each. 10 Twin Stick Holders—Anderson \$12 each. Very good condition. FINKE'S ICE CREAM, Ravana, New York.

**FOR SALE:** Nelson ice cream cabinets, eight-hole double, rubber flip lids, 40 gal. S.S. top, enamel sides, DD-33FLC Universal units. \$258 each F.O.B. N. Y. S. Belasco & Sons, Inc., 191 Chrystie St., New York 2, N. Y. OR 3-2258.

**FOR SALE:** ½ ton 3 wheel ice cream retail truck, 36 cu. ft., 125 doz. capacity. BARGAIN. Box 426, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

**FOR SALE:** Complete vending business—7 trucks, 3 carts and fully equipped novelty manufacturing plant. Upper New York State. A terrific deal for party who knows vending business. Sales can be tripled. Box 397, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

**SHAMROCK is the oldest name in ice cream shippers—backed by more than 25 years' know-how. Many veteran companies depend on Shamrock Shippers for sure protection—real economy!**

**SHAMROCK**

**SERIES 200 SHIPPERS**

Series 200 Shamrock Shippers are designed especially for in-town delivery of bulk or packaged ice cream, frozen novelties, etc. Can also be used for out-of-town express shipments. Easy to load and unload. Designed with 2" cork side-wall insulation. Outer duck is waterproof, mildew-proof. Treated canvas or metal lining. Wood bottom has steel glides, rubber bumpers. Two 20-qt. and two 40-qt. sizes . . . Write for literature and prices!

Manufactured by **MEESE, INC.** Main Office and Plant **MADISON, INDIANA**

**SALES OFFICES:** NEW YORK—F. R. Tyroler, 37 W. 43rd St., Tel. MU 2-1437 • ATLANTA—W. E. Petway, 4403 Jefferson St., Chamblee, Ga., Tel. 7-2430 • FORT WORTH—V. M. Hooton, 717 Ayer St., Tel. Lockwood 6564 • SAN FRANCISCO—c/o Glenn B. White & Assoc., March, Mori, Tel. 1-5204 • LOS ANGELES—c/o Glenn B. White & Assoc., 1151 So. Broadway, Tel. PR 4169. Contact our nearest Sales Office.

## Classified Advertising

### FOR SALE

**FOR SALE:** 1952 1½ ton Ford refrigerated truck, 5 plates, 1½ H.P. Unit. Good Buy. A. Diamond, 177 Ninth St., Jersey City, N. J.

**FOR SALE:** NOVELTY BOXES—Full Telescope or Automatic Bottoms. 6 Standard sizes—Prompt Shipment—Priced right. Write for sizes and prices. PAPER PAK, INC., 567 Michigan Ave., Buffalo 3, N. Y.

**FOR SALE:** Two 1950 Chevrolet vending trucks; ten 1938 Chevrolet vending trucks; 3 scooters, used one season; all in good condition; will sell all or part. Box 412, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

**FOR SALE:** ICE CREAM ADVERTISING MATERIAL. Wide variety of window and back bar displays and trims, posters and over-wire dominations. Write for samples and prices. E. R. Quackenbush, 424 Fair St., Berea, O.

**WANTED TO BUY:** New or used ice cream cabinets, freezers, soda fountains. Also other ref. equipment. Box 947, 1474 Broadway, New York.

**WANTED TO BUY:** WE BUY, SELL, repair and exchange Anderson Fillers, Cup Machines, Stick Dispensers, Stick Holders and Molds. PAPER-PAK, INC., 567 Michigan Ave., Buffalo 3, N. Y.

**WANTED TO BUY:** Wholesale Ice Cream Plant in New York or New Jersey. Write full details to Box 440, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

**HELP WANTED:** Ice Cream Mold, Cake and Fancy Man. Must be A-1. Full time. Exclusive Co. in Beverly Hills, Calif. Write stating full experience and salary expected. Box 423, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

**HELP WANTED:** Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

**HELP WANTED:** Young to middle aged man for steady work in small ice cream plant combined with butter and cottage cheese plant. No fluid or bottled milk. Some dairy experience preferable. Inquire: Bath Creamery Inc., Bath, New York. Attn: T. R. Thayer.

### Rates

**RATES:** machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge \$1.00.

**REPLIES** to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser where initials or a number is given as the address.

**HELP WANTED: SALES REPRESENTATIVE**—Substantial, well known, quality manufacturer of sectional Walk-In Hardening and Holding Rooms, portable Reach-In Hardening and Holding Cabinets, and Frozen Stick Manufacturing Equipment has several protected territories open. Please furnish resume including any allied lines now handling and territory covered. Box 439, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

### NEW VIEW MERCHANTISER MIDGET Only \$18.00 Complete!



40 Inches Long—12 Inches High

#### CHECK THESE FEATURES

- Fluorescent Lighting
- All Steel Construction
- Baked white enamel finish
- Fits all 6 & 8 hole cabinets
- Rich full color transparencies
- Price board under pictures
- Easily attached to cabinets
- Low design stops pilferage

Place your order now for early delivery

Superstructures also made to order—Shadow Box Display from 3.65 up.  
Quantity Prices

All shipments F. O. B. plant

**MIDDLE WEST DISPLAY & SALES CO.**  
1635 W. MELROSE ST. CHICAGO 13, ILL.



Try this special blended formula in your marbleized ice cream. Whip or pump the sauces easily and economically.

Packaged in 5 gallon steel pails. Requests for working samples and prices given prompt attention.

MANUFACTURED BY BOYER BROS. ALTOONA, PA.  
INCORPORATED

## Index to Advertisers

Alpha Aromatics, Inc.	56	Lowe Corp., Joe	11
Ambrosia Chocolate Co.	82	Lynch Corp.	39
American Cyanamid	41	Mahoney Extract Co., S. H.	74
American Food Labs.	7	Malt-A-Plenty, Inc.	4
American Paper Goods Co.	10	Marathon Corp.	57
Amerio Refrigerating & Equip. Co.	99	Marlo Coil Co.	47
Anderson Bros. Mfg. Co.	3rd Cover	Maseys Vanillas Inc.	80
Atlas Tool & Mfg. Co.	90	Mathieson Chemical Co.	31
Balch Flavor Co.	9	McGraw Chemical Co.	112
Barry & Baily Co.	111	Meese, Inc.	114
Beck Vanilla Prod. Co.	103	Michael Co., David	43
Bloomer Bros.	13	Middle West Display & Sales Co.	62, 115
Blumenthal Bros.	95	Moench & Co., R. G.	14
Boyer Bros.	115	Mojonnier Brothers	58
California Almond Growers Exchange	73	Morris Paper Mills	61
Carbonic Dispenser, Inc.	97	Mulholland Co., John H.	93
Cherry-Burrell Corp.	17	Murphy Body Co.	83
Cino Chemical Co.	112	Nash-Kelvinator Corp.	3
Copeland Refrig. Co.	26	National Pectin Prod. Co.	21
Creamery Package Mfg. Co.	29	Nestles Chocolate Corp.	107
Crest Foods Co.	85	Northville Labs.	72
Dixie Cup Co.	71	Pangburn Co.	19
Dodds Supply Co., Inc.	95	Peterson Co., Chas. A.	35
Eskimo Kooler Corp.	113	Prince Castle Sales Division	98
Fenn Brothers	69	Savage Arms Corp.	5
Foot & Jenks, Inc.	49	Schaefer, Inc.	22, 23
Frigidaire Division	8	Sealright Co.	77
Funsten Co., R. E.	70	Shore Machine Corp.	92
General Equip. Sales Co.	34	Smith-Werner Co.	92
Germantown Mfg. Co.	63	Staley Mfg. Co., A. E.	78
Grand Rapids Cabinet Co.	51	Sterwin Chemicals, Inc.	18
Gumpert Co., S.	4th Cover	Sugar Information, Inc.	33
Gundlach Co., G. P.	100	Sutherland Paper Co.	2nd Cover
Helmcos, Inc.	75	Swift & Co.	81
Hill Co., C. V.	108	Thermacote Co.	84
Hooton Chocolate Co.	109	Vanilla Laboratories, Inc.	67
Hubinger Co.	66	Van Leer Chocolate Corp.	87
Johnston Co., Robert A.	59	Vendo Co.	15
Kellogg Co., France E.	116	Virginia Dare Extract Co.	52
Keystone Wagon Works, Inc.	102	White Motor Co.	6
King Co.	12	Whitney Bros., Inc.	76
Kold-Hold Mfg. Co.	89	Wilbur-Suchard Co.	76
Lily-Tulip Cup Corp.	65	Young Co., B.	24
Limpert Brothers	91	Zeroll Co.	90
Lloyd Disher Co.	88		

### ... DON'T flavor your low-fat mix with regular vanilla flavor!

If you have already worked with low-fat mix, you have probably noticed that your regular vanilla is not adequate. If larger quantities are used to bring out the flavor, the result is an undesirable taste.

Kellogg's has solved this problem. We have developed a special imitation vanilla, called

**KELLO-RICH**, which is ideally suited to and specifically adapted for use in low-fat products. It will save you money and effort, and will give your low-fat product a superior vanilla flavor.

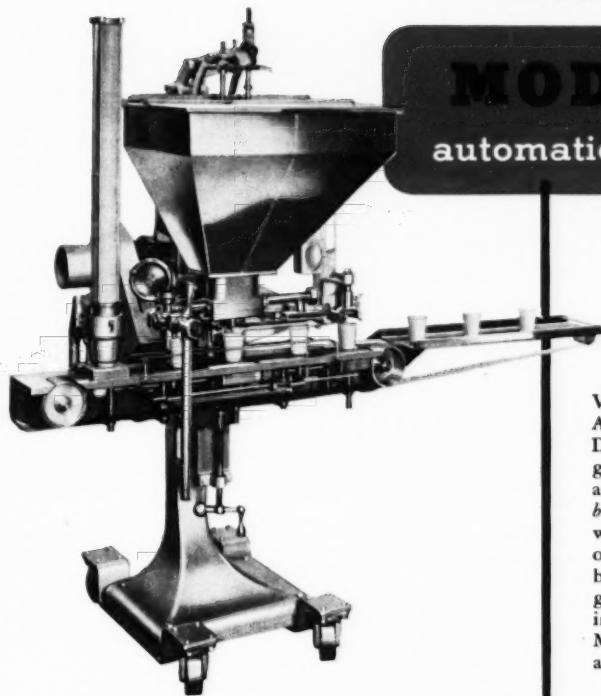
Make a trial at our risk—any quantity.  
WRITE TODAY FOR KELLO-RICH

# KELLO-RICH

FOR LOW-FAT  
DAIRY PRODUCTS

FRANCE E. KELLOGG COMPANY  
121 N. Broadway Milwaukee 2, Wis.

# Anderson



## MODEL 34-C automatic filler and capper

*UNIVERSAL...!  
and then some!*

Volume-booster, this Anderson 34-C Automatic Universal Filler and Capper. Designed, built, and service-proved to give fast, profitable operation season after season. It offers features that are in big demand with ice cream plants everywhere. Below you see—in brief—some of the outstanding features of this sturdily built, highly sanitary machine. With the great volume, and still greater potential in your plant, see for yourself how the Model 34-C can make big profits for you as it has for others.

**HANDLES OVER 300 SIZES OF ICE CREAM CUPS**  
2 ounce up to and including Pints

**QUICK, EASY CHANGE-OVER**  
No tools required

**HANDLES VARIOUS COMBINATIONS**

- 1 or 2 Flavors of Ice Cream • 1 Flavor of Ice Cream and 1 Flavor of Fruit
- Tarts with Ice Cream, Fruit or Whipped Cream • Ice Cream Carry-out Sundaes
- Dispenses Hard Candy or nuts on top of Ice Cream

**SPEEDS UP TO 60 PER MINUTE**  
Provides neat, sanitary packages

**COMPACT • EASY TO MOVE • EASY TO CLEAN**

Use The Handy Coupon for Quick Information



ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 5-2

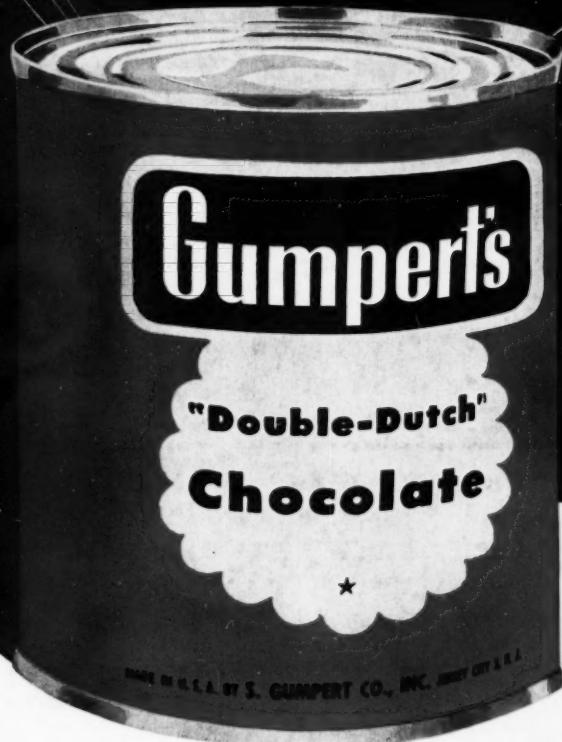
Name \_\_\_\_\_

Address \_\_\_\_\_

*Introducing*

**GUMPERT'S**

*New PACKAGE DESIGN*



Gumpert's 270 Quality Food Specialties for Ice Cream  
Manufacturers Will Soon Appear in New "Dress"

**GUMPERT**

never stands still!

Now a new improved package design that brings three great benefits to every GUMPERT customer: *Easier Identification* of each product, because most customers use scores of different GUMPERT specialties. *Easier-to-Read Directions* to insure uniformly perfect results. *Modern Protection* of the fine quality and goodness in each GUMPERT product.

Proving once again that "there's no finer value than a GUMPERT Product." Ask your GUMPERT representative to demonstrate.

**S. GUMPERT CO., INC. • JERSEY CITY 2, NEW JERSEY**

CHICAGO • SAN FRANCISCO